

Agribusiness Management, Resource Economics, Statistics, and Operations Research are also available.

The major in food and agribusiness management is offered cooperatively with the Alfred Lerner College of Business and Economics. This curriculum prepares the student for a career in agribusiness sales and marketing, food wholesaling and retailing, international trade, resource management, market analysis, finance and banking, or commodity marketing (futures and options). A concentration in food marketing is offered.

The major in resource economics emphasizes theory, quantitative methods, and policy, and provides a solid foundation in economics and business. It prepares the student to work in the fields of agriculture, government, teaching, extension and research. Concentrations in environmental economics and sustainable development are offered as options in the resource economics major.

The statistics major teaches the collection, management, analysis and interpretation of data. Statistical methodology is used in virtually every professional field as a way to conduct research and make important decisions. These include the pure sciences, such as biology, chemistry and physics, as well as engineering, business, medicine, and the social sciences (economics, political science, psychology, and sociology).

DEGREE: BACHELOR OF SCIENCE *MARKETING AND*
MAJOR: FOOD AND AGRIBUSINESS MANAGEMENT

CURRICULUM CREDITS

See page 73 for University and College requirements

MAJOR REQUIREMENTS

Physical Sciences 8
 Minimum of eight credits of lab science selected from Chemistry, Physics, Geology, or Physical Science.

Professional Studies

MATH 115	Pre-Calculus or higher level (MATH 221*, MATH 230, and MATH 201 are strongly recommended)	3
ACCT 207/208	Accounting I and II	6
COMM 212	Oral Communication in Business	3
ENGL 312	Written Communications in Business	3
ECON 151	Introduction to Microeconomics: Prices and Markets	3
ECON 152	Introduction to Macroeconomics: National Economy	3
BUAD 301	Introduction to Marketing	3
	Two additional courses offered by the College of Business and Economics at the 300 or 400 level	6
	One foreign language course	3-4
AGRI 165	Mastering the Freshman Year	1
FREC 110	Introduction to Food and Agribusiness Industry	1
FREC 135	Introduction to Data Analysis	3
FREC 150	Economics of Agriculture and Natural Resources	3
FREC 240	Quantitative Methods in Agricultural Economics	3
FREC 305	Management and Leadership Development	3
FREC 316	Economics of Biotechnology and New Technologies	3
FREC 345	Strategic Selling and Buyer Communication	3
FREC 404	Food and Fiber Marketing	3
FREC 408	Research Methods I	3
FREC 409	Research Methods II	3
FREC 410	International Agricultural Trade and Marketing	3
FREC 430	Establishing and Managing a Food and Agribusiness Enterprise	3

A maximum of three credits of Independent Study in Food and Resource Economics and a maximum of six credits of Independent Study in all areas, including Food and Resource Economics, may be counted toward a degree.

*MATH 221 or higher (with a minimum grade of C+) can be used as a substitute course for MATH 115 and FREC 240.

ELECTIVES

After required courses are completed, sufficient credits must be taken to meet the minimum credits required for the degree. Only four credits of HESC 120 activity or four credits of performing Music credit may be counted toward the degree.

Suggested Food and Agribusiness Management Electives:
 FREC 212 Food Retailing and Consumer Behavior
 FREC 335 Advanced Data Management
 FREC 427 Agribusiness Financial Management
 FREC 464 Agribusiness Internship
 FREC 471 Futures and Options Markets

Suggested Resource Management Electives:
 FREC 406 Agriculture and Natural Resource Policy
 FREC 424 Resource Economics
 FREC 429 Community Economic Development
 FREC 444 Economics of Environmental Management
 FREC 480 Geographic Information Systems in Natural Resource Management

Suggested Communications and Writing Electives:
 ENGL 301 Expository Writing
 ENGL 410 Technical Writing

CREDITS TO TOTAL A MINIMUM OF 128

HONORS BACHELOR OF SCIENCE: FOOD AND AGRIBUSINESS MANAGEMENT

The recipient of this degree must complete:
 1. All requirements for the Bachelor of Science: Food and Agricultural Business Management.
 2. All the University requirements for the Honors degree (see page 52). Courses at the 600-level that satisfy requirements for the major will be considered to be honors courses for the degree.

DEGREE: BACHELOR OF SCIENCE
MAJOR: FOOD AND AGRIBUSINESS MANAGEMENT
CONCENTRATION: FOOD MARKETING

The requirements for the major in Food and Agribusiness Management must be met. The following department courses are required for the concentration and may also be used as electives in the Food and Agribusiness Management major:

FREC 212	Food Retailing and Consumer Behavior	3
FREC 335	Advanced Data Management	3
FREC 427	Agribusiness Financial Management	3
FREC 471	Futures and Options Markets	4
	Two Business Administration Courses at the 400-level in marketing related areas. These are in addition to BUAD 301-Introduction to Marketing and two additional Business and Economics courses at the 300 and 400 level required by the Food and Agribusiness Management major	6

CREDITS TO TOTAL A MINIMUM OF 128

MINOR IN FOOD AND AGRIBUSINESS MANAGEMENT

The minor in Food and Agribusiness Management requires 18 credits with the FREC prefix, including FREC 150 - Economics of Agriculture and Natural Resources. Students must take five of the nine FREC courses listed below with a minimum of two courses in each area:

Marketing/Management Area:
 FREC 305 Management and Leadership Development
 FREC 316 Economics of Biotechnology and New Technologies
 FREC 345 Strategic Selling and Buyer Communication
 FREC 404 Food and Fiber Marketing
 FREC 471 Futures and Options Markets

Decision Analysis/International Trade Area:
 FREC 408 Research Methods I
 FREC 409 Research Methods II
 FREC 410 International Agricultural Trade and Marketing
 FREC 427 Agribusiness Financial Management

A minimum grade of C- is required in all courses counting toward the minor.

ADD: FREC 212 FOOD RETAILING AND CONSUMER BEHAVIOR