

FOOD AND AGRIBUSINESS MARKETING AND MANAGEMENT

Through curriculum and experiential learning, students develop the skills to analyze complex situations such as the allocation of natural resources to meet the needs of people in local, state, national, and global communities. Food and Resource Economics students study sales, finance, marketing, management, environmental policy, law, international trade, math and economics.

About this Program

- **College:** Agricultural and Life Sciences (<http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/>)
- **Degree:** Bachelor of Science
- **Specializations:** Food and Agribusiness Marketing and Management (p. 1) | International Food and Resource Economics (http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/FRE_BS/FRE_BS04/)
- **Credits for Degree:** 120
- **More Info**

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

Website (<https://fred.ifas.ufl.edu/>)

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Map (<http://campusmap.ufl.edu/#/index/0496>)

Curriculum

- Agricultural and Natural Resource Ethics and Policy Minor
- Agricultural and Natural Resource Law Minor
- Combination Degrees
- Food and Resource Economics
- Food and Resource Economics Minor
- International Development and Humanitarian Assistance Minor

Graduates choose from a vast number of career opportunities, including sales, marketing, management, environmental policy, international trade, international marketing, economic analysis, natural resource management and human resource managements.

Students who have completed 30 credits but fewer than 60 are required to complete mathematics through precalculus (MAC 1147 or equivalent) before admission to the college.

Students who have completed 60 or more credits are required to have completed calculus (MAC 2233 or equivalent), statistics (STA 2023 or equivalent), financial accounting (ACG 2021 or equivalent) and macroeconomics (ECO 2013 or equivalent) with minimum grades of C before admission to the college.

Students should consult an advisor for approval of electives.

Food and Agribusiness Marketing and Management

The specialization is for students interested in food and fiber systems management, marketing, finance and international business and employment opportunities and sales and managerial positions in agribusiness firms, commercial banks, the Farm Credit Service, insurance and appraisal firms.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for progress toward each major. Please note the critical-tracking requirements below on a per-semester basis.

Students also must earn a minimum GPA of 2.25 in all AEB courses.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<http://www.flvc.org/cpp/displayRecord.jsp?cip=010103&track=01>) may be used for transfer students.

Semester 1

- Complete 1 of 4 critical courses: ACG 2021, ECO 2013, MAC 2233, STA 2023
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete MAC 2233
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required
- 2.0 upper division GPA required

Semester 6

- Complete AEB 3510
- 2.0 upper division GPA required
- 2.25 GPA required for all AEB courses
- 2.0 UF GPA required

Semester 7

- Complete AEB 3550
- 2.0 upper division GPA required
- 2.25 GPA required for all AEB courses
- 2.0 UF GPA required

Semester 8

- 2.0 upper division GPA required
- 2.25 GPA required for all AEB courses
- 2.0 UF GPA required

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Select one:		3-4
BSC 2005 & 2005L	Biological Sciences and Laboratory in Biological Sciences	

ENY 3005 & 3005L	Principles of Entomology and Principles of Entomology Laboratory	
FOS 3042	Introductory Food Science	
FOR 3153C	Forest Ecology	
PLS 3004C	Principles of Plant Science	
WIS 2552	Biodiversity Conservation: Global Perspectives (Gen Ed Biological Sciences) ¹	
ECO 2013	Principles of Macroeconomics (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences)	4
MAC 1147	Precalculus Algebra and Trigonometry (Gen Ed Mathematics; if needed, or select one elective)	4
State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext); Writing Requirement ²		3
Elective		1
Credits		15-16
Semester Two		
Quest 1 (Gen Ed Humanities)		3
MAC 2233	Survey of Calculus 1 (Critical Tracking ; State Core Gen Ed Mathematics)	3
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ²		3
Gen Ed Composition; Writing Requirement ²		3
Elective		3
Credits		15
Semester Three		
ACG 2021	Introduction to Financial Accounting (Critical Tracking)	4
AEC 3033C	Research and Business Writing in Agricultural and Life Sciences (Writing Requirement)	3
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹		3
Select one:		3
Gen Ed Social and Behavioral Sciences		
Gen Ed Humanities ²		
Credits		16
Semester Four		
Quest 2 (Gen Ed Physical Sciences) ¹		3
ACG 2071 or AEB 3122	Introduction to Managerial Accounting or Financial Planning for Agribusiness	3-4
AEB 3103	Principles of Food and Resource Economics (Gen Ed Social and Behavioral Sciences)	4
AEC 3030C	Effective Oral Communication	3
Elective		1
Credits		14-15
Semester Five		
AEB 2451	Economics of Resource Use	3
AEB 3300	Agricultural and Food Marketing	3
AEB 3510	Quantitative Methods in Food and Resource Economics (Critical Tracking)	3
AEB 3935	Food and Resource Economics Seminar	1
Electives		5
Credits		15
Semester Six		
AEB 3133	Principles of Agribusiness Management	3
AEB 3144	Introduction to Agricultural Finance	3
AEB 3550	Agricultural Data Analysis in Food and Resource Economics (Critical Tracking)	3
Electives		6
Credits		15
Semester Seven		
AEB 4138	Advanced Agribusiness Management	3
AEB 4242	International Trade Policy in Agriculture	3
Select one:		3-4
AEB 4334	Agricultural Price Analysis and Consumer Behavior	
ECO 3101	Intermediate Microeconomics ((students pursuing graduate studies should take this course))	
Approved Food and agribusiness marketing and management electives		6
Credits		15-16

Semester Eight

AEB 3281	Agricultural Macroeconomics	3
AEB 4325	Contemporary Issues in Agribusiness Management	3
AEB 4342	Agribusiness and Food Marketing Management	3
Approved Food and agribusiness marketing and management elective		3
Elective		3
Credits		15
Total Credits		120

¹ At least one science course (e.g., SWS 3022L) must include a laboratory component.

² The order in which these courses are taken is not important.

Approved Electives

Code	Title	Credits
AEB 3315	Futures Markets and Risk Management in Agriculture	3
AEB 3341	Selling Strategically	3
AEB 3671	Comparative World Agriculture (Gen Ed Social and Behavioral Sciences with International)	3
AEB 4309	Food Wholesaling and Retail Marketing	3
AEB 4343	International Agribusiness Marketing (Gen Ed Social and Behavioral Sciences)	3
AEB 4380	Agricultural Marketing Strategies	3
AEB 4424	Human Resources Management in Agribusiness	3
AEC 3414	Leadership Development	3
ALS 4404	International Studies	3
ENT 3003	Principles of Entrepreneurship	4

Academic Learning Compact

Students will learn to apply a conceptual framework using economic reasoning and generally accepted economic principles to problem solving. They will also learn to analyze and interpret economic data, and to critically evaluate economic information in media and politics.

Before Graduating Students Must

- Complete AEB 4325 for the food and agribusiness management and marketing specialization, or Complete AEB 4343 for the international food and resource economics specialization
- Achieve minimum grades of C in AEC 3030C and AEC 3033C. These courses are graded using rubrics developed by a faculty team.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to**Student Learning Outcomes (SLOs)****Content**

1. Describe fundamental micro- and macroeconomic principles.
2. Explain the basic role of marketing, management and finance in firm-level decision making.

Critical Thinking

3. Analyze and interpret economic data, critically evaluating economic information and economic policies.
4. Develop a business plan, based on a projected marketing strategy, assessing historic financial statements and projecting cash flows.

Communication

5. Communicate effectively in written form in a manner appropriate in economics and business.
6. Communicate orally (including visual aids) in an effective manner appropriate in economics and business.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
AEB 3103			I			
AEB 3133	R	R	R	I		
AEB 3144		R		R		
AEB 3300	I	I	I			
AEB 4138				A	R	A
AEB 4242	A		R			R
AEB 4325	R			R	R	
AEB 4342		A	A		A	
AEC 3030C						I
AEC 3033C					I	

Assessment Types

- Case studies
- Presentations
- Exams