FOOD AND RESOURCE ECONOMICS | FOOD AND AGRIBUSINESS MARKETING AND MANAGEMENT

The Food and Resource Economics Department offers two specializations leading to a B.S. degree in food and resource economics. Each specialization offers students the opportunity to develop the skills needed to successfully compete for careers in a number of areas.

About this Program
- **College:** Agricultural and Life Sciences
- **Degree:** Bachelor of Science
- **Credits for Degree:** 120
- **Specializations:** Food and Agribusiness Marketing and Management | International Food and Resource Economics
- **Additional Information**
  - Related Food and Resource Economics Programs

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

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 management.

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.

Related Food and Resource Economics Programs
- Combined Degree
- Food and Resource Economics minor

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

Note that critical tracking is the same for both specializations of this major.

Critical Tracking records each student’s progress in courses that are required for entry to 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 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

**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.

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>Semester One</td>
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<td>3-4</td>
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<tr>
<td>Select one:</td>
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<tr>
<td>BSC 2005</td>
<td>Biological Sciences and Laboratory in Biological Sciences</td>
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<tr>
<td>ENY 3005</td>
<td>Principles of Entomology</td>
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<tr>
<td>&amp; 3005L</td>
<td>and Principles of Entomology Laboratory</td>
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<tr>
<td>FOS 3042</td>
<td>Introductory Food Science</td>
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<tr>
<td>FOR 3153C</td>
<td>Forest Ecology</td>
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<td>PLS 3004C</td>
<td>Principles of Plant Science</td>
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<tr>
<td>WIS 2552</td>
<td>Biodiversity Conservation: Global Perspectives (Gen Ed Biological Sciences)</td>
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</table>
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; Writing Requirement 2 3
Elective 1
Credits 15-16

Semester Two
IUF 1000 What is the Good Life (Gen Ed Humanities) 3
MAC 2233 Survey of Calculus 1 (Critical Tracking; State Core Gen Ed Mathematics) 3
Gen Ed Composition; Writing Requirement 2 3
State Core Gen Ed Humanities 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 1 3
Select one:
Gen Ed Social and Behavioral Sciences 3
Gen Ed Humanities 2 3
Elective 3
Credits 16

Semester Four
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
Gen Ed Physical Sciences 1 3
Elective 3
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 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 3
Electives 6
Credits 15

Semester Seven
AEB 4138 Advanced Agribusiness Management 3
AEB 4242 International Trade Policy in Agriculture 3
Select one:
AEB 4334 Agricultural Price Analysis and Consumer Behavior 3-4

ECO 3101 Intermediate Microeconomics (students pursuing graduate studies should take this course) 6
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
Food and agribusiness marketing and management elective 3
Elective 3
Credits 15
Total Credits 120-123

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

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

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<tr>
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Assessment Types
- Case studies
- Presentations
- Exams