

# AGRIBUSINESS (ABUS)

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**ABUS 855 Marketing and Globalization**

**Crosslisted with:** MRKT 855

**Prerequisites:** GRBA 813 or equivalent

**Description:** Globalization and resulting changes in the business environment. Access to new consumers, new supplies. The effect on consumer choices. Readings from scholarly and popular press, videos, and a "real world" application. Marketing strategies developed for Nebraska firms and organizations such as value-added food marketers.

**Credit Hours:** 3-6

**Min credits per semester:** 3

**Max credits per semester:** 6

**Max credits per degree:** 6

**Format:** LEC