

AGRIBUSINESS (ABUS)

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**Grading Option:** Graded