



AGRIBUSINESS (ABUS)

ABUS 341 Marketing

Crosslisted with: MRKT 341

Prerequisites: Open to CoB majors, 2.5 GPA, Sophomore standing, MNGT 101 (or 101T concurrent), BSAD 220, ECON 211, ECON 212. Credit toward the degree cannot be earned in MRKT 300 & any of: MRKT/ABUS 341 or MRKT/RAIK 341H.

Description: The marketing system, its relations with the socioeconomic system, and the influences of each upon the other. Evolution and present structure of marketing institutions and processes. Customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies, using research, product development, pricing, distribution structure, and promotion.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: MNGT 475; MNGT 475H, RAIK 476H; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 395; MRKT 396; MRKT 425; MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; MRKT 491

ABUS 388 Business Systems in Entrepreneurship

Crosslisted with: PLAS 388, ENTR 388, EAEP 388

Description: Introductory models for a startup business. Ideation, customer segments, value proposition, minimal viable product and market fit.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

Offered: FALL/SPR

Prerequisite for: PLAS 301

ABUS 488 Entrepreneurship and Enterprise Development

Crosslisted with: PLAS 488, HORT 888, EAEP 488, ENTR 488, EAEP 888, AGRO 888, ENTR 888

Description: The process of starting your own enterprise. Competitive environment, risk management, finance for business startups, funding, and business plan writing.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

Offered: FALL/SPR

ACE: ACE 10 Integrated Product