

# AGRIBUSINESS (ABUS)

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## **ABUS 341 Marketing**

**Crosslisted with:** MRKT 341

**Prerequisites:** Sophomore standing; 2.5 GPA; Business Qualified (MATH104 or MATH106 or MATH107 or MATH208; BSAD220; ACCT201 and ACCT202; ECON211 and ECON212; ECON215 or equivalent.) Prereqs differ for RAIKES, ACTS, and ABUS majors - see bulletin for exceptions.

**Notes:** Credit toward the degree cannot be earned in both MRKT 300 and MRKT 341/MRKT 341H. Cannot be taken Pass/No Pass.

**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; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 395; MRKT 399; MRKT 425; MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; MRKT 444, SCMA 444; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; MRKT 491; SCMA 432; SCMA 447

## **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