AGRICULTURE (ABUS)

ABUS 341 Marketing
Crosslisted with: MRKT 341
Prerequisites: Sophomore standing; 2.5 GPA; Business Qualified
(MATH104 or MATH106/106B 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 MRKT300 and
MRKT341/MRKT341H.
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
Format: LEC
Prerequisite for: MRKT 345; MRKT 346; SCMA 346; MRKT 347;
MRKT 350; MRKT 355; MRKT 399; MRKT 425; MRKT 428; MRKT 442;
MRKT 443; MRKT 444; SCMA 444; MRKT 446; MRKT 449; MRKT 453;
MRKT 458; MRKT 490; SCMA 432; SCMA 447

ABUS 388 Agribusiness Entrepreneurship
Crosslisted with: HORT 388, AGRO 388, ENTR 388, EAEP 388
Description: Overview of types of agricultural enterprises. Basic
accounting principles as they relate to agricultural businesses. Requires
completion of a marketing plan specific to agricultural enterprises based
on a business idea. Student team projects with emphasis on marketing.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
Prerequisite for: HORT 301

ABUS 488 Business Management for Agricultural Enterprises
Crosslisted with: HORT 488, HORT 888, EAEP 488, AGRO 488, ENTR 488,
EAEP 888, AGRO 888, ENTR 888
Description: Research a specific agricultural enterprise. Develop and
present a business plan using materials from the primary area of interest.
HORT 488/888 requires the completion of a shadowing assignment and
the analysis of case studies.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Format: LEC
ACE: ACE 10 Integrated Product