

FOOD AND AGRIBUSINESS MARKETING AND MANAGEMENT

Through curriculum and experiential learning, students develop the skills to analyze complex situations such as the allocation of natural resources to meet the needs of people in local, state, national, and global communities. Food and Resource Economics students study sales, finance, marketing, management, environmental policy, law, international trade, math and economics.

About this Program

- **College:** Agricultural and Life Sciences (<http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/>)
- **Degree:** Bachelor of Science
- **Specializations:** Food and Agribusiness Marketing and Management (p. 1) | International Food and Resource Economics (http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/FRE_BS/FRE_BS04/)
- **Credits for Degree:** 120
- **More Info**

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

Website (<https://fred.ifas.ufl.edu/>)

CONTACT

Email (jkropp@ufl.edu) | 352.392.1826 (tel) | 352.846.0988 (fax)

P.O. Box 110240

1102 MCCARTY HALL B

GAINESVILLE FL 32611-0240

Map (<http://campusmap.ufl.edu/#/index/0496>)

Curriculum

- Agricultural and Natural Resource Ethics and Policy Minor
- Agricultural and Natural Resource Law Minor
- Combination Degrees
- Data Analytics for Applied Economics and Agribusiness Minor
- Food and Resource Economics
- International Development and Humanitarian Assistance Minor

Graduates choose from a vast number of career opportunities, including sales, marketing, management, environmental policy, international trade, international marketing, economic analysis, natural resource management and human resource management.

Students who have completed 30 credits but fewer than 60 are required to complete mathematics through precalculus (MAC 1147 or equivalent) before admission to the college.

Students who have completed 60 or more credits are required to have completed calculus (MAC 2233 or equivalent), statistics (STA 2023 or equivalent), financial accounting (ACG 2021 or equivalent) and macroeconomics (ECO 2013 or equivalent) with minimum grades of C before admission to the college.

Students should consult an advisor for approval of electives.

Food and Agribusiness Marketing and Management

The specialization is for students interested in food and fiber systems management, marketing, finance and international business and employment opportunities and sales and managerial positions in agribusiness firms, commercial banks, the Farm Credit Service, insurance and appraisal firms.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for progress toward each major. Please note the critical-tracking requirements below on a per-semester basis.

Students also must earn a minimum GPA of 2.25 in all AEB courses.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

Semester 1

- Complete 1 of 4 critical courses: ACG 2021, ECO 2013, MAC 2233, STA 2023
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete MAC 2233
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete AEB 3510
- 2.0 upper division GPA required
- 2.25 GPA required for all AEB courses
- 2.0 UF GPA required

Semester 7

- Complete AEB 3550
- 2.0 upper division GPA required
- 2.25 GPA required for all AEB courses
- 2.0 UF GPA required

Semester 8

- 2.0 upper division GPA required
- 2.25 GPA required for all AEB courses
- 2.0 UF GPA required

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
ECO 2013	Principles of Macroeconomics (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences)	4
MAC 1147	Algebra and Trigonometry (Gen Ed Mathematics; if needed, or select one elective)	4

State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹	3-4
State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext); Writing Requirement ²	3
Elective	1
Credits	15-16
Semester Two	
Quest 1 (Gen Ed Humanities)	3
MAC 2233 Survey of Calculus 1 (Critical Tracking ; State Core Gen Ed Mathematics)	3
Civic Literacy Requirement – Select one:	3
POS 2041 American Federal Government (Gen Ed Social and Behavioral Sciences)	
AMH 2020 United States Since 1877 (Gen Ed Social and Behavioral Sciences)	
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ²	3
Gen Ed Composition; Writing Requirement ²	3
Credits	15
Semester Three	
Quest 2	3
ACG 2021 Introduction to Financial Accounting (Critical Tracking)	4
AEC 3033C Research and Business Writing in Agricultural and Life Sciences (Writing Requirement)	3
STA 2023 Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
Gen Ed Biological or Physical Science ¹	3
Credits	16
Semester Four	
ACG 2071 Introduction to Managerial Accounting	3-4
or AEB 3122 or Financial Planning for Agribusiness	
AEB 3103 Principles of Food and Resource Economics (Gen Ed Social and Behavioral Sciences)	4
AEB 3935 Food and Resource Economics Seminar	1
AEC 3030C Effective Oral Communication	3
Gen Ed Biological or Physical Sciences ¹	3
Credits	14-15
Semester Five	
AEB 2451 Economics of Resource Use	3
AEB 3300 Agricultural and Food Marketing	3
AEB 3510 Quantitative Methods in Food and Resource Economics (Critical Tracking)	3
AEB 3133 Principles of Agribusiness Management	3
Elective	3
Credits	15
Semester Six	
AEB 3144 Introduction to Agricultural Finance	3
AEB 3281 Agricultural Macroeconomics	3
AEB 3550 Agricultural Data Analysis in Food and Resource Economics (Critical Tracking)	3
Approved Food and Agribusiness Marketing and Management Elective	3
Elective	3
Credits	15
Semester Seven	
AEB 4138 Advanced Agribusiness Management	3
AEB 4242 International Trade Policy in Agriculture	3
Approved Food and agribusiness marketing and management elective	3
Writing Requirement course	3
Elective	3
Credits	15
Semester Eight	
AEB 4325 Contemporary Issues in Agribusiness Management	3
Select one:	3-4
AEB 4334 Agricultural Price Analysis and Consumer Behavior	
AEB 4374 Advanced Agricultural Microeconomics ³	
ECO 3101 Intermediate Microeconomics ³	
AEB 4342 Agribusiness and Food Marketing Management	3
Approved Food and agribusiness marketing and management elective	3

Elective	1
Credits	13-14
Total Credits	120

¹ At least one science course (e.g., SWS 3022L) must include a laboratory component.

² The order in which these courses are taken is not important.

³ Students pursuing graduate school should consider this option.

Approved Electives

Code	Title	Credits
AEB 3315	Futures Markets and Risk Management in Agriculture	3
AEB 3341	Selling Strategically	3
AEB 3671	Comparative World Agriculture (Gen Ed Social and Behavioral Sciences with International)	3
AEB 4085	Agricultural Risk Management and the Law	3
AEB 4123	Agricultural and Natural Resource Law	3
AEB 4380	Agricultural Marketing Strategies	3
AEB 4424	Human Resources Management in Agribusiness	3
AEC 3414	Leadership Development	3
ALS 4404	International Studies	3
ECO 4421	Econometrics	4
ENT 3003	Principles of Entrepreneurship	4
Special Experiential Learning AEB prefixed courses (AEB 4911, AEB 4905, AEB 4915, and AEB 4941, AEB 4951, AEB 4380)		1-3

Academic Learning Compact

Students will learn to apply a conceptual framework using economic reasoning and generally accepted economic principles to problem solving. They will also learn to analyze and interpret economic data, and to critically evaluate economic information in media and politics.

BEFORE GRADUATING STUDENTS MUST

- Complete AEB 4325 for the Food and Agribusiness Marketing and Management specialization, or Complete AEB 4343 for the International Food and Resource Economics specialization
- Complete requirements for the baccalaureate degree, as determined by faculty.

STUDENTS IN THE MAJOR WILL LEARN TO

Student Learning Outcomes | SLOs

Content

1. Describe fundamental micro- and macroeconomic principles.
2. Explain the basic role of marketing, management, and finance in firm-level decision making.

Critical Thinking

3. Analyze and interpret economic data, critically evaluating economic information and economic policies.
4. Develop a business plan, based on a projected marketing strategy, assessing historic financial statements and projecting cash flows.

Communication

5. Communicate effectively in written form in a manner appropriate in economics and business.
6. Communicate orally (including visual aids) in an effective manner appropriate in economics and business.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
AEB 3103	I		I			
AEB 3133	R	R	R	I		
AEB 3144		R		R		
AEB 3300	I	I	I			

AEB 4138				R, A	R, A	R, A
AEB 4242	A		A	A		
AEB 4325	R, A	R, A	R, A	R, A	R, A	
AEB 4343		A	A	A	A	R, A
AEC 3030C						I
AEC 3033C					I	

ASSESSMENT TYPES

- Case studies
 - Presentations
 - Exams
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