

Sales and Marketing

<https://ag.purdue.edu/oap/Pages/major.aspx>

120 credits required for graduation

Credits	Course number	Course Title
Departmental/Program Major Courses (101 credits)		
Required Major Courses (37 credits)		
1	AGEC 20200	Spreadsheet Use in Agricutural Business
3	AGEC 20300	Introductory Microeconomics for Food and Agribusiness
3	AGEC 21700	Economics
3	AGEC 22000	Economics of Agricultural Markets
1	AGEC 29800	Sophomore Seminar
3	AGEC 32700	Principles of Food and Agribusiness Marketing
3	AGEC 33000	Management Methods for Agricultural Business
3	AGEC 33100	Principles of Selling in Agricultural Business
3	AGEC 352000 or AGEC 45100	Quantitative Techniques for Firm Decision Making/Applied Econometrics
4	AGEC 42400	Financial Management of Agricultural Business
3	AGEC 42700	Advanced Agribusiness Marketing
3	AGEC 43000	Agribusiness Marketing Workshop
4	AGEC 43100	Advanced Agri-Sales and Marketing
Other Departmental /Program Course Requirements (64 credits) (See Advising Resources)		
0.5	AGR 10100	Introduction to the College of Agriculture and Purdue University
0.5	AGR 11200	Introduction to Agricultural Economics Programs
4	-----	<u>Biological Science Selective</u>
4	-----	<u>Biological Science Selective</u>
3	CHM 11100	General Chemistry (satisfies Science #1 for core)
3	CHM 11200	General Chemistry (satisfies Science #2 for core)
3	MA 15910 or MA 16010	Introduction to Calculus or Applied Calculus I (satisfies Quantitative Reasoning for core)
3	MGMT 20000 or MGMT 20010	Introductory Accounting
3	MGMT 45500	Legal Background for Business I
3	STAT 30100	Elementary Statistical Methods (satisfies Information Literacy for core)
3	-----	Communication Marketing Selective
3	-----	<u>Mathematics or Science Selective</u>
3	-----	<u>UCC STS Selective (satisfies Science, Technology & Society Selective for core)</u>
3	-----	Economics Selective
3	-----	<u>UCC Humanities Selective (satisfies Human Cultures Humanities for core)</u>
3	-----	<u>Humanities or Social Science Selective</u>
3	-----	<u>Humanities or Social Science Selective</u>
3	-----	<u>Humanities or Social Science Selective (30000+ level)</u>
4	ENGL 10600	First-Year Composition (satisfies Written Communication for core)
3	COM 11400 or COM 21700	Fundamentals of Speech Communication (satisfies Oral Communication for core) or Science Writing and Presentation
3	-----	<u>Written or Oral Communications Selective</u>
3	-----	<u>Written or Oral Communications Selective</u>
Electives (19 credits)		
19	-----	Elective

University Core Requirements:

Human Cultures Humanities:	_____	Science, Technology, and Society:	_____
Human Cultures Behavioral/Social Science:	_____	Written Communication:	_____
Information Literacy:	_____	Oral Communication:	_____
Science #1:	_____	Quantitative Reasoning:	_____
Science #2:	_____		

120 semester credits required for Bachelor of Science degree.

College of Agriculture & University Level Requirements:

2.0 GPA required for Bachelor of Science degree.

32 Upper division credits taken from Purdue

9 credits International Understanding: _____

3 credits Multicultural Awareness: _____

9 credits of Hum and/or Social Sciences outside the College of Agriculture: _____

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Credits	Course number	Course Title	Prerequisites	Credits	Course number	Course Title	Prerequisites
Fall 1st Year				Spring 1st Year			
1	AGEC 20200	Spreadsheet Use in Agricultural Business		3	AGEC 21700	Economics	
3	AGEC 20300	Introductory Microeconomic for Food Agribusiness		3	COM 11400 or COM 21700	Fundamentals of Speech or Science Writing and Presentation	
0.5	AGR 10100	Introduction to the College of Agriculture and Purdue University		4	-----	Biological Sciences Selective	
0.5	AGR 11200	Introduction to Agricultural Economics Academic Programs		3	-----	UCC Humanities Selective	
4	ENGL 10600	First-year Composition		3	-----	UCC Science, Technology, & Society Selective	
3	MA 15910 or MA 16010	Introduction to Calculus or Applied Calculus I	ALEKS 60+ or ALEKS 75+				
4	-----	Biological Sciences Selective					
16				16			

Fall 2nd Year				Spring 2nd Year			
3	AGEC 22000	Economics of Agricultural Markets	AGEC 20300 or AGEC 20400 or ECON 25100 or ECON E20100	3	AGEC 33000	Management Methods for Agricultural Business	
1	AGEC 29800	Sophomore Seminar		3	AGEC 33100	Principles of Selling in Agricultural Business	
3	CHM 11100	General Chemistry		3	CHM 11200	General Chemistry	
3	STAT 30100	Elementary Statistical Methods		3	MGMT 20000/20010	Introductory Accounting	
3	-----	Humanities or Social Science Selective		3	-----	Humanities or Social Science Selective	
3	-----	Communication Marketing Selective					
16				15			

Fall 3rd Year				Spring 3rd Year			
3	AGEC 32700	Principles of Food and Agribusiness Marketing	ENTR 20000 or AGEC 33000	3	MGMT 45500	Legal Background for Business I	
3	AGEC 35200 or AGEC 45100	Quantitative Techniques for Firm Decision or Applied Econometrics	STAT 30100	3	-----	Economics selective	
4	AGEC 42400	Financial Management of Agricultural Business	MGMT 20000 or MGMT 20010	3	-----	Math/Science Selective	
3	-----	Written or Oral Communication Selective		3	-----	Written or Oral Communication Selective	
3	-----	Elective		3	-----	Elective	
16				15			

Fall 4th Year				Spring 4th Year			
3	AGEC 42700	Advanced Agribusiness Marketing	AGEC 32700	3	AGEC 43000	Agricultural and Food Business Strategy	AGEC 42400, AGEC 32700
4	AGEC 43100	Advanced Agri-Sales and Marketing	AGEC 33100, AGEC 32700	3	-----	Humanities or Social Science Selective (30000+level)	
6	-----	Electives		7	-----	Electives	
13				13			

120 semester credits required for Bachelor of Science degree.
2.0 GPA required for Bachelor of Science degree.

The highlighted course is considered critical; timely progress toward the degree depends upon steady progress through each course in the plan of study, but this course, in particular, should be completed by the semester indicated.

Consultation with an advisor may result in an altered plan customized for an individual student.

Official and complete prerequisite lists are in the course catalog; the incomplete listing presented here regards this program and course sequencing.