

# 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 Agricultural 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	-----	<a href="#">Biological Science Selective</a>
_____	4	-----	<a href="#">Biological Science Selective</a>
_____	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	-----	<a href="#">Mathematics or Science Selective</a>
_____	3	-----	<a href="#">UCC STS Selective (satisfies Science, Technology &amp; Society Selective for core)</a>
_____	3	-----	Economics Selective
_____	3	-----	<a href="#">UCC Humanities Selective (satisfies Human Cultures Humanities for core)</a>
_____	3	-----	<a href="#">Humanities or Social Science Selective</a>
_____	3	-----	<a href="#">Humanities or Social Science Selective</a>
_____	3	-----	<a href="#">Humanities or Social Science Selective (30000+ level)</a>
_____	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	-----	<a href="#">Written or Oral Communications Selective</a>
_____	3	-----	<a href="#">Written or Oral Communications Selective</a>

**Electives (19 credits)**

_____	19	-----	Elective
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<b>University Core Requirements:</b>	
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.

<b>College of Agriculture &amp; University Level Requirements:</b>
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
<b>Fall 1st Year</b>				<b>Spring 1st Year</b>			
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					
<b>16</b>				<b>16</b>			

<b>Fall 2nd Year</b>				<b>Spring 2nd Year</b>			
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					
<b>16</b>				<b>15</b>			

<b>Fall 3rd Year</b>				<b>Spring 3rd Year</b>			
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	
<b>16</b>				<b>15</b>			

<b>Fall 4th Year</b>				<b>Spring 4th Year</b>			
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	
<b>13</b>				<b>13</b>			

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.