

Horticulture: Horticultural Production and Marketing

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

120 credits required for graduation

Credits	Course number	Course Title
Departmental/Program Major Courses (113 credits)		
Required Major Courses (18 credits)		
3	HORT 10100	Fundamentals of Horticulture
1	HORT 11000	Survey of Horticulture
3	HORT 20100	Plant Propagation
4	HORT 30100	Plant Physiology
4	HORT 43500	Principles of Marketing & Management for Horticultural Businesses
1	HORT 44500	Strategic Analysis of Horticultural Production and Marketing
1	HORT 51300	Nutrition of Horticultural Crops
1	HORT 54100	Postharvest Technology of Fruits and Vegetables
Major Selectives (6 credits) (See Advising Resources)		
3	-----	Horticultural Production Selective
3	-----	Horticultural Production Selective
Other Departmental /Program Course Requirements (89 credits) (See Advising Resources)		
3	AGEC 33000	Management Methods for Agricultural Business
3	AGEC 33100	Principles of Selling in Agricultural Business
0.5	AGR 10100	Introduction to the College of Agriculture and Purdue University
0.5	AGR 12000	Introduction to Horticulture and Landscape Architecture
3	AGRY 25500	Soil Science
3	AGRY 32000	Genetics
3	BCHM 30700	Biochemistry
4	BTNY 11000	Introduction to Plant Science
3	BTNY 30100	Introduction to Plant Pathology
3	BTNY 30400	Weed Science
3	BTNY 35000	Biotechnology in Agriculture
3	CHM 11100	General Chemistry (satisfies Science #1 for core)
3	CHM 11200	General Chemistry (satisfies Science #2 for core)
4	CHM 25700	Organic Chemistry
2	ENTM 20600	General Entomology
1	ENTM 20700	General Entomology Laboratory
3	-----	Calculus Selective (satisfies Quantitative Reasoning for core)
3	STAT 30100	Statistics Selective (satisfies Information Literacy for core)
3	-----	Accounting Selective
3	-----	Business Selective
3	-----	Concentration Selective
3	-----	Concentration Selective
3	-----	Concentration Selective
3	AGEC 20300	Introductory Microeconomics (satisfies Human Culture Behavioral/Social Science for core)
3	-----	UCC Humanities Selective (satisfies Human Cultures Humanities for core)
3	-----	UCC Science, Technology, & Society Selective (satisfies Science, Technology & Society Selective for core)
1	-----	Humanities or Social Science Selective
3	-----	Humanities or Social Science Selective
3	-----	Humanities or Social Science Selective (30000+ level)
4	ENGL 10600	First-Year Composition (satisfies Written Communication for core) (satisfies Information Literacy for core)
3	COM 11400 or COM 21700	Fundamentals of Speech Communication or Science Writing and Presentation (satisfies Oral Communication for core)
3	-----	Written or Oral Communication Selective
Electives (7 credits)		
7	-----	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.
 2.0 GPA 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			
0.5	AGR 10100	Introduction to the College of Agriculture and Purdue University		3	CHM 11200	General Chemistry	CHM 11100
0.5	AGR 12000	Introduction to Horticulture and Landscape Architecture		3	COM 11400 or COM 21700	Fundamentals of Speech or Science Writing and Presentation	
4	BTNY 11000	Introduction to Plant Science		1	HORT 11000	Survey of Horticulture	
3	CHM 11100	General Chemistry		3	HORT 20100	Plant Propagation	BTNY 11000 or HORT 10100
4	ENGL 10600	First-year Composition		3	-----	Calculus Selective	
3	HORT 10100	Fundamentals of Horticulture		3	-----	Humanities or Social Sciences Selective	
15				16			

Fall 2nd Year				Spring 2nd Year			
3	AGEC 20300	Introductory Microeconomics		3	BCHM 30700	Biochemistry	CHM 25700
3	AGRY 25500	Soil Science	CHM 11200	3	BTNY 30100	Introduction to Plant Pathology	BTNY 11000
4	CHM 25700	Organic Chemistry	CHM 11200	2	ENTM 20600	General Entomology	
3	-----	Statistics Selective		1	ENTM 20700	General Entomology Laboratory	ENTM 20600
1	-----	UCC Science, Technology, & Society Selective		3	-----	Humanities or Social Sciences Selective	
1	-----	Elective		3	-----	Concentration Selective	
15				15			

Fall 3rd Year				Spring 3rd Year			
3	AGEC 33000	Management Methods for Agricultural Business		3	AGEC 33100	Principles of Selling in Agricultural Business	
3	BTNY 30400	Weed Science	BTNY 11000	3	AGRY 32000	Genetics	BTNY 11000 and HORT 30100
4	HORT 30100	Plant Physiology	BTNY 11000 and CHM 25700	3	BTNY 35000	Biotechnology in Agriculture	BTNY 11000
3	-----	Accounting Selective		3	-----	Horticultural Production Selective	
3	-----	UCC Humanities Selective		3	-----	Written or Oral Communication Selective	
16				15			

Fall 4th Year				Spring 4th Year			
4	HORT 43500	Principles of Marketing & Management for Horticultural Businesses	AGEC 33000 and AGECE 20300	1	HORT 44500	Strategic Analysis of Horticultural Production and Marketing	HORT 43500
3	-----	Business Selective		1	HORT 51300	Nutrition of Horticultural Crops	
3	-----	Horticultural Production Selective		1	HORT 54100	Postharvest Technology of Fruits and Vegetables	
3	-----	Humanities or Social Sciences Selective (30000+ level)		6	-----	Concentration Selective	
				6	-----	Electives	
13				15			

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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.