

AGRIBUSINESS - Food Products Marketing and Management Option
UNL College of Agricultural Sciences and Natural Resources
2016-2017 UNL Undergraduate Bulletin (120 hours)

College Integrative Courses 3 Hours

REQUIREMENT	Hrs
<i>SCIL 101</i> Science and Decision-Making for a Complex World	3

Communication – ACE 1 and 2 6 Hours

ACE 1: <i>JGEN 120</i> Basic Business Communication, <i>JGEN 200</i> Technical Communication I; <i>JGEN 300</i> Technical Comm. II; <i>ENGL 150</i> Writing: Rhetoric as Inquiry, <i>ENGL 151</i> Writing: Rhetoric as Argument, or <i>ENGL 254</i> Writing and Communities	3
ACE 2: <i>ALEC 102</i> Interpersonal Skills for Leadership, <i>COMM 101</i> Communication in the 21 st Century, <i>COMM 109</i> Fundamentals of Human Communication, <i>COMM 209</i> Public Speaking, <i>COMM 210</i> Communicating in Small Groups, <i>COMM 215</i> Visual Communication, <i>COMM 283</i> Interpersonal Communications, <i>COMM 286</i> Business & Professional Communication, <i>JGEN 300</i> Technical Comm. II, <i>MRKT 257</i> Sales Communication, <i>NRES 260</i> Environmental Communication Skills, or <i>TMFD 121</i> Visual Communication and Presentation	3

Mathematics and Analytical Skills - ACE 3 6-8 Hours

<i>MATH 104</i> Calculus for Managerial & Social Sciences (3cr) or <i>MATH 106</i> or 106B Analytical Geometry & Calculus I (5cr)	3-5
<i>STAT 218</i> Intro to Statistics or <i>ECON 215</i> Statistics	3

Natural Sciences – ACE 4 12 Hours

Choose one CASNR approved life science course <i>BIOS 101</i> & <i>BIOS 101L</i> General Biology & Lab (4cr) (recommended) <i>AGRO 131</i> & <i>AGRO 132</i> Plant Science & Lab (4cr) <i>BIOS 109</i> General Botany (4cr) <i>BIOS 112</i> & <i>BIOS 112L</i> Intro to Zoology & Lab (4cr) <i>ENTO 115</i> Insect Biology & <i>ENTO 116</i> Insect Id (4cr) <i>HORT 131</i> & <i>HORT 133</i> Plant Science & Lab (4cr) <i>LIFE 120</i> & <i>LIFE 120L</i> Fundamentals of Biology I & Lab (4cr)	4
<i>CHEM 109</i> General Chemistry I	4
<i>CHEM 110</i> General Chemistry II	4

Arts, Humanities and Social Sciences 18 Hours

<i>ECON 211</i> Principles of Macroeconomics	3
ACE 6: <i>AECN 141</i> Intro to Economics of Agriculture or <i>ECON 212</i> Principles of Microeconomics	3
<i>Select one course each from ACE outcomes 5, 7, 8 and 9</i>	
ACE 5 –Study of Humanities	3
ACE 7 –Study of Arts	3
ACE 8 -Ethical Principles, Civics, Stewardship	3
ACE 9 - Global Awareness/Human Diversity	3

Agricultural Sciences 30-31 Hours

<i>AECN 100</i> New Student Career Orientation	1
<i>FDST 131</i> The Science of Food	3
<i>FDST 205</i> Food Composition and Analysis or <i>FDST 280</i> Contemporary Issues in Food Science	2-3
<i>AECN 225</i> Agribusiness and Food Products Marketing	3
<i>FDST 372</i> Food Safety and Sanitation	3
<i>AECN 316</i> Agribusiness Management	3
<i>ASCI 210</i> Animal Products	3
ACE 10 - Capstone -Select one from: <i>AECN 420</i> International Food and Agricultural Trade, <i>AECN 425</i> Agricultural Marketing in a Multinational Environment, or <i>AECN 435</i> Advanced Agricultural Marketing Management	3
<i>AECN 495B</i> Internship in Food Products Marketing Management	3
<i>AECN 471</i> and <i>472</i> Ag Marketing and Product Development I and II	3
<i>AECN</i> Elective (<i>200</i> level or above, excluding <i>AECN 388</i>)	3

Supporting Courses 30 Hours

<i>ACCT 201</i> Intro to Accounting I	3
<i>ACCT 202</i> Intro to Accounting II	3
<i>SCMS 331</i> Operations & Supply Chain Management	3
<i>NUTR</i> Elective (<i>200</i> -level or above)	3
<i>ECON 311</i> Intermediate Macroeconomics	3
<i>ECON 312</i> Intermediate Microeconomics	3
<i>MNGT 300</i> Management Essentials for Contemporary Organizations, <i>MNGT 301</i> Introduction to Management, <i>MNGT 360</i> Managing Behavior in Organizations, <i>MNGT 361</i> Human Resource Management t or <i>MNGT 365</i> Managing Diversity in Organizations	3
<i>MRKT 341</i> Marketing	3
<i>MRKT 347</i> Marketing Communication Strategies	3
<i>MRKT 443</i> Consumer Behavior	3

Free Electives 12-15 Hours

International Block. Nine hours of coursework with an international focus are required as part of the 120 hours required for a degree. Course options include *AGRI 282, 310; NRES 492; AECN 346, 367, 420, 425;* or those listed in the UNL Global Studies degree program in the 2016-2017 UNL Undergraduate Bulletin.

ACADEMIC PROGRAM:**Agribusiness****OPTION:****Food Products Marketing Management****First Year – Fall Semester** (13 hours)

AECN 100-New Student Career Orientation	1
ACE 6 -AECN 141-Intro to Economics of Agric	3
ACE 1 -Written Communications	3
ACE 5 (Humanities)	3
ACE 3 -Math*	3

Second Year - Fall Semester (16 hours)

FDST 131- The Science of Food	3
ACCT 201-Intro to Accounting I	3
NUTR Elective (200 level or above)	3
CHEM 109- General Chemistry I	4
ECON 211-Principles of Macroeconomics	3

Third Year - Fall Semester (15 hours)

ACE 8 -Ethics/Civics/Stewardship	3
AECN 316-Agribusiness Management	3
ECON 312-Intermediate Microeconomics	3
Free Electives	6

Fourth Year – Fall Semester (16 hours)

AECN 471- Ag Marketing and Product Develop.	1
MRKT 347- Marketing Communications	3
MNGT 365- Managing Diversity or MNGT 361-Human Resource Management	3
MGNT 331- Operations & Supply Chain Mngt	3
Free Electives	6

First Year – Spring Semester (16 hours)

AECN 225- Agribusiness & Food Prod. Marketing	3
ACE 7 -Arts	3
STAT 218-Intro to Statistics	3
ACE 4 -BIOS 101/101L General Biology/Lab	4
SCIL 101 Science & Decision-Making/Complex World	3

Second Year - Spring Semester (16 hours)

ASCI 210 Animal Products	3
ACCT 202-Intro to Accounting II	3
CHEM 110- General Chemistry II	4
FDST 205- Food Comp and Analysis	3
ACE 2 -Oral Communications	3

Third Year - Spring Semester (14-15 hours)

FDST 372- Food Safety and Sanitation	3
AECN Elective (200 Level or above)	3
MRKT 341-Marketing	3
ECON 311-Intermediate Macroeconomics	3
ACE 9 -Global Awareness/Human Diversity	3

Fourth Year – Spring Semester (14 hours)

ACE 10 -Capstone in Major**	3
AECN 495B- Internship in Food Products MRKT	3
MRKT 443- Consumer Behavior	3
AECN 472- Ag Marketing and Product Develop.	2
Free Elective	3

Elective hours are required in four areas:

- Agricultural Economics (3 hours at the 200-level or above)
- Free Electives (12-15 hours; no level restrictions)

Electives can be used to explore interests in the first couple of years, complete a minor or two, complete a dual major, or take fun/interesting classes. Academic advisors help to determine how to best use elective hours.

*MATH 104, Applied Calculus (3 hr) or MATH 106 Analytic Geometry and Calculus (5 hr) is required. Depending on UNL Math Placement Exam results (required prior to enrollment in the first math course at UNL), students may need to take additional courses to prepare for calculus. For instance, MATH 101, College Algebra, is commonly taken before MATH 104 or 106 and counts as 3 credit hours of free electives.

** ACE 10 Capstone is selected from AECN 420 International Food and Agricultural Trade, AECN 425 Agricultural Marketing in a Multinational Environment, or AECN 435 Advanced Agricultural Marketing Management.