

## AGRIFOOD SALES - MINOR

This minor is a great fit for students looking to pursue a career in professional sales, build a strong network of industry representatives and explore career development opportunities.

Elevate your career in professional sales and client management with our minor in AgriFood Sales. Tailored for students who want to understand how to build lasting client relationships, this program empowers you to master the art of sales with a focus on emotional intelligence and strategic self-management.

By joining our program, you'll expand your network through direct connections with industry leaders, gaining insights that open doors to dynamic career opportunities. Our innovative curriculum—grounded in hands-on industry partnerships and high-impact learning experiences—equips you with the skills to manage complex client interactions and drive business success.

While rooted in AgriFood, the core competencies you develop here seamlessly translate to diverse industries such as financial planning, technology, pharmaceuticals, and more. This minor is a powerful addition to any degree plan, setting you apart as a well-rounded, highly sought-after professional ready to excel in client management and sales.

Invest in your future, build a robust professional network, and transform your passion for sales and client management into a thriving career.

### Program Requirements

Code	Title	Semester Credit Hours
AGEC 216	Fundamentals of the AgriFood Sales Industry	1
AGEC 315	Food and Agricultural Sales	3
AGEC 316	Building Customer Relationships in AgriFood Selling	3
AGEC 416	Sales Management and Advanced Techniques in Professional Technical Selling for AgriFood Firms	3
Select one of the following:		3
AGEC 314	Marketing Agricultural and Food Products	
MKTG 321	Marketing	
MKTG 409	Principles of Marketing	
Select one of the following:		3
AGEC 330	Financial Management in Agriculture	
AGEC 340	Agribusiness Management	
AGEC 422	Land Economics	
AGEC 424	Agribusiness Entrepreneurship – Economic Analysis	
FINP 435	Financial Planning for Professionals	
<b>Total Semester Credit Hours</b>		<b>16</b>

Students must have a declared major.

Must meet all prerequisite requirements for each course listed prior to enrolling in the course.

Must have a cumulative GPR of 2.0 or higher.

Must must earn a grade of “C” or better in each required course.