

# AGRIFOOD SALES - MINOR

A minor in AgriFood Sales is essential for any student looking to pursue a career in professional sales, expand a strong network of industry representatives, and explore career development opportunities. Our mission is to develop emotionally intelligent sales professionals through industry partnerships, self-management and self-awareness application, and high-impact learning environments. We are focused on developing qualified sales professionals that are easily recruited by reputable firms upon graduation.

Although there is an emphasis on AgriFood, we find that our students go into a wide variety of industries. The courses are also applicable to tech, pharmaceutical, and other industries that do not fall under the agriculture umbrella. Our four video labs in the Agriculture and Life Sciences building allow students to review their simulated role-plays instantly with state of the art technology. This addition to any degree plan would offer a substantial high-impact learning experience.

## 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	
AGLS 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.