



Agribusiness Sales and Marketing

Career Cluster	Agriculture, Food and Natural Resources
Course Code	18201
Prerequisite(s)	Recommended: Introduction to AFNR
Credit	0.5 or 1.0
Program of Study and Sequence	Cluster course – Agribusiness Sales and Marketing – Agribusiness Management
Student Organization	National FFA Organization
Coordinating Work-Based Learning	Job shadowing, mentoring, internships, entrepreneurship, service learning, workplace tours, apprenticeship, school-based enterprises, Supervised Agricultural Experience (SAE)
Industry Certifications	OSHA 10 Hour Safety Certification (General Industry), National Career Readiness Certificate (NCRC), Registered Parliamentarian
Dual Credit or Dual Enrollment	None
Teacher Certification	Agriculture Food and Natural Resources Cluster Endorsement; Agribusiness Pathway Endorsement; *Agriculture Education
Resources	

Course Description:

Agriculture businesses sell and market their products globally, regionally and locally, leading to many related positions at these businesses. Skills related to selling and marketing products greatly enhance the success of an employee in an agribusiness operation. Agribusiness Sales and Marketing is designed to provide students with skills that focus on job preparatory skills as well as employee tasks necessary in agricultural sales and marketing occupations and the many career opportunities in the Agribusiness Systems Career Pathway. Classroom and laboratory content may be enhanced by utilizing appropriate equipment and technology. Mathematics, English and human relations skills will be reinforced in the course. Work-based learning strategies appropriate for this course are school-based enterprises and field trips. Developing a business plan for an AFNR business as an authentic assessment for the end of the course is recommended. Opportunities for application of clinical and leadership skills are provided by participation in FFA activities, conferences and skills competition such as sales related career development events and proficiency awards. Each student will be expected to maintain a Supervised Agricultural Experience Program/Internship.

Program of Study Application

Agribusiness Sales and Marketing is a first pathway course in the Agriculture, Food and Natural Resources Cluster, Agribusiness Systems Pathway. Agribusiness Sales and Marketing would be preceded by a cluster course and followed by Agribusiness Management.

Course Standards

ASM 1: Demonstrate the skills necessary to obtain and keep gainful employment in agribusiness occupations.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	ASM 1.1 Use written and oral skills to seek and obtain an agricultural job.	
Two Skill/Concept	ASM 1.2 Use marketable skills such as reliability and communications to improve self and to develop steps for systematic problem solving.	

Notes

ASM 2: Evaluate sales and marketing principles used to accomplish marketing objectives.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	ASM 2.1 Write a marketing plan for a product based on marketing objectives.	
Three Strategic Thinking	ASM 2.2 Merchandise products and services to meet the needs of a customer.	

Notes

ASM 3: Use technology and documents to manage agribusiness inventory.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	ASM 3.1 Apply reading comprehension, writing and math skills in inventory management.	
Four Extended Thinking	ASM 3.2 Analyze inventory data to determine acceptable business inventory stocking levels to manage business efficiency.	

Notes

ASM 4: Evaluate opportunities for marketing of agricultural products throughout the world.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	ASM 4.1 Locate areas of agricultural importance and determine the competitive advantage for production of agricultural products.	
Three Strategic Thinking	ASM 4.2 Develop an awareness of food production and global needs to determine how those needs can be met.	
Three Strategic Thinking	ASM 4.3 Investigate the process in developing international trading partners.	

Notes

ASM 5: Use sales and marketing principles to accomplish AFNR business objectives (Nat #5)

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	ASM 5.1 Analyze the roles of markets, trade, competition and price in relation to an AFNR business sales and marketing plan.	
Four Extended Thinking	ASM 5.2 Assess and apply sales principles and skills to accomplish AFNR business objectives.	
Three Strategic Thinking	ASM 5.3 Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.	

Notes