



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 credit
Program of Study and Sequence	Cluster course – Agribusiness Sales and Marketing – Agribusiness Management – Capstone Course
Student Organization	National FFA Organization
Coordinating Work-Based Learning	Job shadowing, mentoring, internships, entrepreneurships, 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	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
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 competitions 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>
Two Skill/Concept	ASM 1.1 Use written and oral skills to seek and obtain an agricultural job.
Two Skill/Concept	ASM 1.2 Demonstrate Understanding of marketable skills to show personal growth.

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

<i>Webb Level</i>	<i>Sub-indicator</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.

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	ASM 3.1 Apply reading comprehension, writing and math skills in inventory management.
Two Skill/Concept	ASM 3.2 Compare inventory management methods for various agribusinesses.

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

<i>Webb Level</i>	<i>Sub-indicator</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 Explore issues related to global food production and access.
Three Strategic Thinking	ASM 4.3 Investigate the process in developing international trading partners.

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	ASM 5.1 Develop soft skills to enhance employability.
Three Strategic Thinking	ASM 5.2 Model integrity, ethical leadership, and effective management.

ASM 6: Implement an individual project for career development through a Supervised Agriculture Experience/Work based Experience.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	ASM 6.1 Develop an individual project plan with goals and timeline.
Two Skill/Concept	ASM 6.2 Explore opportunities within AFNR industries.
Three Strategic Thinking	ASM 6.3 Apply concepts of financial management appropriate to agricultural projects and personal finances.
Three Strategic Thinking	ASM 6.4 Develop and document knowledge and skills to ensure workplace safety regarding personal health and environmental management.
Four Extended Thinking	ASM 6.5 Research and analyze how public policy, laws, and advocacy impact agricultural systems and agricultural literacy.