

**Eastern WV Community & Technical College
Master Course Record**

Course Prefix and Number: BUS 231
Course Title: Agribusiness Marketing
Recommended Transcript Title (if over 40 characters)
Date Approved/Revised: 1-28-19
Credit Hours: 3 Contact hours per week (Based on 15 week term): Lecture: Lab:
Prerequisite: None Corequisite: None Pre/Corequisite: None
Grading Mode: Letter
Catalog Description: This course is an introduction to marketing of agricultural products and services.
<ol style="list-style-type: none"> 1. Evaluate methods of marketing of agricultural products 2. Compare wholesaling and retailing as they relate to Agribusiness 3. Discuss commodity Futures Market and Futures Contract 4. Identify food supply and food distribution industries
Implementation Cycle: Spring
Role in College Curriculum: (Check all that apply) <input type="checkbox"/> General Education Core (Specify category) <input type="checkbox"/> Technical Core (BET) <input checked="" type="checkbox"/> Restricted Elective (BUS AAS and BUS CAS) <input type="checkbox"/> General Elective <input type="checkbox"/> Workforce Education <input type="checkbox"/> Other (Please specify)
Course Fee: No
Instructor's Qualifications: Bachelor's degree in Business or related field, and experience in Agriculture.
Expanded Course Description: The course covers local, national and international agribusiness opportunities.

Prepared by: Seyed Mirkhani, Division Chair
Name, Title

1/17/2019
Date

Approved Per LOT Minutes

Dean, Academic and Student Services

Date