

# FOOD MARKETING and AGRIBUSINESS MANAGEMENT

www.csupomona.edu/~fmanaged

This major is offered in the Animal and Veterinary Science Department. Two career tracks are offered within the major: Agribusiness or Food Industry and Animal Industry or Equine Industry.

Edward S Fonda, Interim Chair

William C. Hughes                      Rick Mathias  
Marvin L. Klein                         Jon C. Phillips

The Food Marketing and Agribusiness Management major teaches the application of business concepts to the future agricultural industry leader. This major offers a wide selection of course offerings and a broad range of occupational choices are available to the graduate. These choices include careers in farm and ranch management, food management, sales and marketing positions, federal, state and county government units, agricultural communications, equine management, commodity and produce brokerage, international trade, finance area, packing house management and supermarket management.

The core curriculum is designed to provide students with an understanding of the basic business functions, application, theory and practice. The career tracks allow the student to design a curriculum that is more closely in tune with the student's career goals. As a supplement to classroom meetings, activities such as field trips are promoted to off-campus locations such as: distribution centers, production areas, and other related industries within agriculture as part of the learning process. Frequent visits by guest speakers from leading agricultural firms further ensure that students gain practical, current knowledge. As a junior and senior, the student is encouraged to take part in industry internships.

## CORE COURSES FOR MAJOR

Required of all students. A 2.0 cumulative GPA is required in core courses, including subplan courses, in order to receive a degree in the major.

Orientation to the College of Agriculture	AG	100	(1)
Agriculture and the Modern World	AG	101	(4)
Computer Applications in Agriculture	AG	128/128L	(3)
or Introduction to Microcomputing	CIS	101	(4)
Managing Agribusiness Organizations	FMA	201	(3)
Sales and Advertising Management	FMA	225	(4)
Food and Agribusiness Marketing	FMA	304	(4)
Wholesaling and Retailing of Food Products	FMA	306	(4)
Applied Economics for Agribusiness	FMA	311	(4)
Politics of Food and Agriculture	FMA	313	(3)
Accounting for Agribusiness	FMA	324	(4)
Financial Analysis for Agribusiness	FMA	326	(4)
Agribusiness Enterprise Management	FMA	328	(4)
Data Management for Agribusiness	FMA	375	(4)
Agribusiness Personnel Management	FMA	402	(4)
Development of Leadership Skills	AG	464	(3)

## SUPPORT AND ELECTIVE COURSES

Food Laws and Regulations	FST	322	(4)
or Legal Environment of Business Transactions	FRL	201	(4)
Internship in Food Marketing and Agribusiness	FMA	441	(3)

The following major support courses should be used to satisfy the indicated GE requirements. If these courses are not used to satisfy GE, the total units to degree may be more than 180 units.

Freshman English I (A1)	ENG	104	(4)
Statistics with Applications (B1)	STA	120	(4)
Nutrition, Science and Health (B4)	FN	305	(4)
or Animal Industries and Society (B4)	AVS	311	(4)
Ethical Issues in Food, Agricultural, and Apparel Industries (C4 or D4)	AG	401	(4)
Introduction to American Government (D1a)	PLS	201	(4)
and United States History (D1b)	HST	202	(4)
Principles of Economics (D2)	EC	201	(4)
Food and Culture (D3)	FN	228	(4)

Career track (see advisor)			(44)
Unrestricted Electives			(7-8)

### Note for FMAM Students:

Select a sufficient number of courses so that the total from Core, Unrestricted Electives, and GE is at least 129 units.

## GENERAL EDUCATION REQUIREMENTS

Students should consult the catalog website www.csupomona.edu/~academic/catalog/ for current information regarding this requirement. Unless specific courses are stated under Support Courses, see the list of approved courses under General Education Requirements, Areas A through E.

### Area A. Communication and Critical Thinking (12 units)

1. Written Communication
2. Oral Communication
3. Critical Thinking

### Area B. Mathematics and Natural Sciences (16 units)

1. Mathematics/Quantitative Reasoning
2. Physical Science
3. Biological Science
4. Science and Technology Synthesis

### Area C. Humanities (16 units)

1. Fine and Performing Arts
2. Philosophy and Civilization
3. Literature and Foreign Languages
4. Humanities Synthesis

### Area D. Social Sciences (20 units)

1. U.S. History, Constitution, and American Ideals
2. History, Economics, and Political Science
3. Sociology, Anthropology, Ethnic and Gender Studies
4. Social Science Synthesis

### Area E. Lifelong Understanding and Self-development (4 units)

## AGRICULTURAL BUSINESS MANAGEMENT MINOR

Accounting for Agribusiness	FMA	324	(4)
Financial Analysis for Agribusiness I	FMA	326	(4)
Agribusiness Enterprise Management	FMA	328	(4)

Select 20 units from the following:

Global Resources for Food	IA	101	(4)
Managing Agribusiness Organizations	FMA	201	(3)
Sales and Advertising Management	FMA	225	(4)

Food and Agribusiness Marketing . . . . .	FMA	304	(4)
Agricultural Commodity and Futures Trading . . . . .	FMA	305	(3)
Wholesaling and Retailing of Food . . . . .	FMA	306	(4)
Seminar in Food and Agribusiness Management . . . . .	FMA	310	(3)
Applied Economics for Agribusiness . . . . .	FMA	311	(4)
The Politics of Food and Agriculture . . . . .	FMA	313	(3)
Equine Enterprise Management . . . . .	FMA	329	(3)
International Food and Agribusiness Marketing . . . . .	FMA	330	(4)
Data Management for Agribusiness . . . . .	FMA	375	(4)
Operations Management for Agribusiness . . . . .	FMA	376	(4)
Agribusiness Personnel Management . . . . .	FMA	402	(4)
Food and Agricultural Marketing Applications . . . . .	FMA	405	(4)
Real Property Appraisal and Acquisition . . . . .	FMA	406	(4)
Issues in California and World Agriculture . . . . .	FMA	410	(3)
Equine Investment Management . . . . .	FMA	429	(3)
Equine Appraisal and Evaluation . . . . .	FMA	430	(3)
Total Units . . . . .			32

**INTERNATIONAL AGRICULTURAL BUSINESS MANAGEMENT MINOR**

Global Resources for Food . . . . .	IA	101	(4)
International Food and Agribusiness Marketing . . . . .	FMA	330	(3)
Agricultural Policy in Developing Nations . . . . .	IA	362	(4)
Food and Agricultural Marketing Applications . . . . .	FMA	405	(4)
Issues in California and World Agriculture . . . . .	FMA	410	(3)
Assessing International Agrimarketing Opportunities . . . . .	FMA	431	(4)
Internship in Agricultural Business Management . . . . .	FMA	441	(3)
Select two courses* . . . . .			(6-8)
Total Units . . . . .			30-33

- \*1. College of Agriculture majors can take either
  - a. Two FMA courses or
  - b. Two internationally-oriented College of Business courses or
  - c. One of each
- 2. Non-College of Agriculture majors must take two non-FMA College of Agriculture courses to provide technical expertise.

**COURSE DESCRIPTIONS**

All Departmental offerings may be taken on a CR/NC basis except for majors in the department.

**FMA 200 Special Study for Lower Division Students (1-2)**

Individual or group investigation, research, studies or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter.

**FMA 201 Managing Agribusiness Organizations (3)**

A comprehensive overview of management fundamentals emphasizing the study of management and business organizations in the contemporary food and agricultural system. Includes various management theories, approaches and techniques and how they might be applied to organizations within the food and agricultural system. The conflict between organizational and personal values will also be covered. 3 lectures.

**FMA 225 Sales and Advertising Management (4)**

Industry-sponsored agricultural advertising programs; tools of publicity, merchandising and public relations. Detailed examination of local types of advertising media, and rates for short, seasonal promotions. Advertising provisions of marketing orders. Seminar type discussions and guest speakers. 4 lecture discussions.

**FMA 299/299A/299L Special Topics for Lower Division Students (1-4)**

Group study of a selected topic, the title to be specified in advance. Total credit limited to 8 units, with a maximum of 4 units per quarter. Instruction is by lecture, laboratory, activity, or a combination.

**FMA 304 Food and Agribusiness Marketing (4)**

Economic aspects of marketing agricultural products. Problems and alternative solutions of various marketing institutions. Current trends and developments in California product marketing. 4 lectures. Prerequisite: EC 201 or permission of the instructor.

**FMA 305 Agricultural Commodity Marketing and Futures Trading (3)**

Principles of marketing agricultural commodities. Understanding the operation of commodity markets, developing marketing strategies and learning the mechanics of futures trading. Application for specific commodities. 3 lectures.

**FMA 306 Wholesaling and Retailing of Food Products (4)**

Principles and practices of distributing food products from producer to consumer; buying, assembling, transporting, handling, receiving and merchandising. Functions of wholesalers and intermediate handlers, chain stores, food brokers, jobbers. Operating costs of retail stores; site selection; scheduling; management of store personnel; pricing, inventory control. 4 lectures.

**FMA 310 Seminar in Food and Agribusiness Management (3)**

Seminar on special problems encountered in food and agribusiness management with an emphasis on the food consumer. Economic, social, cultural and demographic factors influencing consumer behavior and consumption patterns covered. Market surveillance techniques used by managers will also be discussed. 3 lecture discussions. Prerequisite: Junior status or food/agribusiness industry experience.

**FMA 311 Applied Economics for Agribusiness (4)**

Intermediate micro-economic theory applied to production and marketing problems in agriculture. 4 lectures/problem-solving. Prerequisite: EC 201 or consent of instructor.

**FMA 313 Politics of Food and Agriculture (3)**

The political framework affecting the food and agricultural system. Federal and state laws and regulations impacting agribusiness. Contemporary development and economic analysis of public programs and policies. Current policies and programs as well as alternate policies evaluated. Seminar discussions. Policy case studies. 3 lecture discussions. Prerequisite: EC 201 or consent of instructor.

**FMA 324 Accounting for Agribusiness (4)**

Emphasis on the practical applications of accounting information for managers of food marketing and agribusiness management. Analysis of accounting data and its meaning for management and financial decisions. Includes the basics of recording transactions as well as accounting for assets, liabilities, owner's equity and net income, and the interpretation of this information. 4 lectures/problem-solving.

**FMA 326 Financial Analysis for Agribusiness I (4)**

Techniques of financial analysis. To include capital budgeting, sources of loans for agribusiness, analysis of financial statements, credit instruments, risk and insurance for agriculture, farm credit system. 4 lectures/problem-solving. Prerequisite: FMA 324.

**FMA 327 Financial Analysis for Agribusiness II (3)**

Continuation of FMA 326. Financial forecasting, leverage and growth, further topics in the time value of money, working capital management, financing operations. 3 lectures. Prerequisite: FMA 326.

**FMA 328 Agribusiness Enterprise Management (4)**

Criteria for decision making involving food and agribusiness enterprises. Case studies used. Budgeting processes, credit use, and feasibility analysis. Source of economic information. Introduction to simulation of management process. Seminar discussions and feasibility study prepared. 4 lectures.

**FMA 329 Equine Enterprise Management (3)**

Equine enterprise analysis with emphasis on capital acquisition, leasing, land acquisition, legal problems and labor problems. 3 lectures. Prerequisites: FMA 328, AVS 125/125L.

**FMA 330 International Food and Agribusiness Marketing (4)**

Marketing of food, fiber and horticultural products in foreign markets. Special emphasis on selecting export markets, procedures for establishing contacts, promotion, financing, insuring, shipping tariffs, customs, regulations and other matters related to food and fiber products. Management practices and problems of firms involved in exporting and importing textiles and garments, livestock, fruits, vegetables, grains and other food and fiber products. 4 lecture/discussions.

**FMA 350 Water and Civilization (4)**

Water and its relationship to civilization from ancient history to modern developments. Survey of global water resources and current issues of distribution, relationship to economic development, and the environment. Analysis of state and regional water supplies, water districts. Determination of water requirements for agriculture in arid and humid regions.

**FMA/IA 360 Agricultural Cooperatives (4)**

Structure, management and organization of the Agricultural Cooperative with emphasis upon current management practice. Includes comparison of cooperative with other business forms, ideals, history, and progress of the cooperative movement, problems in establishing a new cooperative, financing and membership problems. 4 lecture discussions.

**FMA 375 Data Management for Agribusiness (4)**

Principles and procedures involved in analysis of agricultural data for management. Includes single two-sample hypothesis testing for means and proportions. Chi-square, simple and multiple regression and correlation. Microcomputer applications. 4 lectures/problem-solving. Prerequisite: STA 120 or equivalent.

**FMA 376 Operations Management for Agribusiness (4)**

Application of statistical and other quantitative techniques employed in agricultural economic and operations analysis. Areas covered include statistical forecasting, resource allocation, break-even analysis, project management, inventory control, total quality management (TQM), and quality control. 4 lectures/problem-solving. Prerequisite: FMA 375.

**FMA 400 Special Study for Upper Division Students (1-2)**

Individual or group investigation, research, studies or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter.

**FMA 402 Agribusiness Personnel Management (4)**

Management-employee relations and theory; employee motivation; union and management relations; recruitment and selection; performance appraisal; communications; individual and group incentive systems; employee counseling; labor legislation; wage determination and salary systems; employment and unemployment. Case studies analyzed. Seminar discussions held, role playing emphasized, guest speakers. 4 lectures.

**FMA 405 Food and Agricultural Marketing Applications (4)**

An application of theories, principles and procedures involved in developing a marketing strategy. Students will work as a team to develop a marketing plan for an agricultural product. Topics covered will include all aspects of food and fiber market strategy planning such as identifying a target market, analyzing market opportunities, developing a marketing mix, and completing a budget for the plan. 4 lecture discussions.

**FMA 406 Real Property Appraisal and Acquisition (4)**

Principles, methods and techniques of appraising agricultural real property for loans, purchase and sale, tax assessments, condemnations, and other purposes. 3 lecture discussions.

**FMA 410 Issues in California and World Agriculture (3)**

Discussion and analyses of contemporary issues of the food and agricultural system in California and the world. Overview of principles and issues such as the resource base, environmental and health consequences of production and marketing, international trade and free trade agreements, and designing an economically and environmentally sustainable food and agricultural system for California and the world. 3 lecture discussions. Prerequisites: IA 101, FMA 304, FMA 311, FMA 313.

**FMA 429 Equine Investment Management (3)**

In-depth analysis of equine investments. Emphasis on capital acquisition, equine tax law, limited partnerships, joint ventures, and stallion or mare syndications. 3 lectures.

**FMA 430 Equine Appraisal and Evaluation (3)**

Principles of equine evaluation and appraisal. The student will perform an actual appraisal and be required to prepare an appraisal report. 3 lectures.

**FMA 431 Assessing International Agrimarketing Opportunities (4)**

Comparative agribusiness systems and methods to assess international agribusiness trade and foreign investment opportunities. Analyzes the international forces with which the international agribusiness firm must contend and potential responses. Includes integration of foreign food and agricultural marketing, natural resource and production policies with impact on private sector responses. Term project on a product and country required. 4 lecture discussions. Prerequisites: IA 101, FMA 300 or IA 362 or equivalents.

**FMA 441, 442 Internship in Food Marketing and Agribusiness (1-4) (1-4)**

On-the-job training in agricultural business management providing collegiate level experience in food distribution, agricultural management. One unit credit for each 120 hours of experience and training. No more than 6 units of credit can be earned. Useful for preparation of senior project. Application to coordinator required during the quarter prior to the internship.

**FMA/IA 450 Agricultural Water Resource Management (4)**

Water resource management applied to current issues. Water delivery systems in the U.S. and California, survey of water rights, water pollution, water conservation, food and agricultural system water use, and efficient water management. Includes water problems in developing nations. 4 lecture discussions.

**FMA 461, 462 Senior Project (2)**

Selection and completion of a project under faculty supervision. Projects typical of problems which graduates must solve in their fields of employment. Project results are presented in a formal report. Must be taken in sequence, not concurrently. Prerequisites: FMA 311, 324, 326, 375.

**FMA 463 Undergraduate Seminar (2)**

New methods and developments, practices, and procedures in the field. 1 meeting. Prerequisite: senior project completed.

**FMA 490 Senior Feasibility Study (3)**

Selection and completion of a major feasibility study under faculty supervision. Prerequisites: FMA 311, 324, 376.

**FMA 491 Senior Seminar I (2)**

The first course in the capstone series for majors. Panel discussions and debates on current topics. Also includes career-related activities involving interviews with industry representatives and resume writing. 2 seminars. Prerequisite: FMA 490.

**FMA 492 Senior Seminar II (2)**

The second course in the capstone series for majors. Includes debates on current topics, case studies monitored by faculty in various specialties as well as industry representatives. Students will give videotaped presentation. 2 seminars. Prerequisite: FMA 491.

**FMA 499/499A/499L Special Topics for Upper Division Students (1-4)**

Group study of a selected topic, the title to be specified in advance. Total credit limited to 8 units, with a maximum of 4 units per quarter. Instruction is by lecture, laboratory, activity, or a combination of lecture and laboratory or activity.

**FMA 503 Agriculture in Development (4)**

Survey of food production and marketing systems as well as issues in agricultural development. Examination of attitudes and approaches for rural development practitioners. Understanding of interrelationships among nutrition, agricultural, environmental, economic, political, social, and gender factors. 4 lectures.

**FMA 562 Rural Development Project. Analysis (4)**

Principles of rural development projects in developing countries to increase nutritional status, primarily in rural areas. Involves case studies, project analysis and systems application to total project development. 4 lectures.

**FMA 575 Statistics for Agriculture (4)**

A summary of statistical tools and techniques used in agriculture. Includes hypothesis testing, Chi Square, ANOVA, correlation, as well as simple and multiple regression. Application of computer to selected statistical techniques. Review of statistical literature from various fields of agriculture. Open to graduate students only. 4 lectures/problem-solving. Prerequisite: STA 120 or equivalent.

**FMA 695 Research Project (2-4)**

A written research project concerning a significant problem in the agribusiness or food industries. Directed by a committee of graduate faculty members. Total credit limited to 4 units.

