

# AGRIBUSINESS GRADUATE CERTIFICATE

---

The Agribusiness Graduate Certificate is designed to develop and build specialized knowledge and enable current and future agribusiness professionals to become more competitive in the job market, more attractive for promotions and can lead to new opportunities in different segments of the industry. In addition, part of the demand will stem from farmers looking to upskill and understand the business and marketing side of the industry so as to be able to broaden the reach of their goods.

## Requirements

Code	Title	Hours
<b>Core Courses</b>		
FMK 710	Introduction to Agribusiness	3
FMK 711	Ovrvw&Mgmt: Food&Beverage Ind	3
<b>Choose two electives</b>		<b>6</b>
FMK 713	Food & Beverage Mktg Strategy	
FMK 724	Strategy of Food & Bev Pricing	
FMK 725	Food & Beverage Consmr Insight	
FMK 726	Innovation & New Product Dev	
FMK 728	Qualitative Techniques	
FMK 729	Quantitative Techniques	
FMK 732	Consumer Advertising & Promo.	
FMK 751	Food & Bev Consumer Insight	
FMK 762	Food & Beverage Policy	
FMK 785	ST: Food & Beverage Mktg	
<b>Total Hours</b>		<b>12</b>