Proposal for major in
Food Industry Marketing and Administration

Department of Agricultural & Applied Economics
University of Georgia
301 Conner Hall
LETTER OF INTENT
NEW PROGRAM PROPOSAL

Institution: _______________ The University of Georgia _______________ Date: March 23, 2007

School/College: ______________ College of Agricultural & Environmental Sciences ______________

Department: ______________ Agricultural & Applied Economics ______________

Name of Proposed Program: ______________ Food Industry Marketing and Administration ______________

Degree: BSA  Major: Food Industry Marketing and Administration  CIP Code: ______________

Starting Date: ______________ Fall 2008 ______________

Institutional Mission:

1. Does this program further the mission of the institution? Yes.

2. Will the proposed program require a significant alteration of the institutional mission? No.

3. Will the program require the addition of a new organizational unit to the institution? No.

4. Is it likely that a SACS visit for substantive change will be necessary? No.

5. How does the proposed program help meet the priorities/goals of your strategic plan?
The proposed program fits in with the department of agricultural and applied economics= strategic plan and recent visioning exercises to increase our focus on agribusiness. The program also fits in the College’s strategic plan in two ways: by involving cooperation between departments and in increasing the focus on more urban issues. Finally, the program fits into UGA’s strategic plan to build an undergraduate program at the Griffin campus.

6. Will this proposal require an addition or change in your institution’s strategic plan?
This proposal requires no changes in the strategic plan for UGA, CAES, or either department involved.

7. Will the program require an increase in state appropriation within the next five years? No.
8. If this is a baccalaureate program, will you be asking for an exception to the 120 hour expectation or to the core curriculum? No

9. Are there program delivery formats that will be new or different for your institution? No.
Need

Food processors, wholesalers, and retailers make up close to 15% of the jobs in the state of Georgia, so demand for the program’s graduates should be strong. We expect demand from students for this major due to the business focus with a real world emphasis, plus the fact that jobs in this sector are plentiful.

The major is anticipated to be offered at both the Athens and Griffin campuses, but was designed specifically to play to the strengths of the Griffin campus and the type of students likely to enroll there. The Griffin Campus has a large contingent of faculty in the Department of Food Science and Technology and the Center for Food Safety who can provide invaluable expertise and industry experience in making this major successful.

Students

Approximately 25% of the first three years’ graduates will likely be students from other existing programs. Of those students, most will change from the Agribusiness major, although there may be a small percentage change from the Food Science major. Once the program becomes more known to high school students, we expect that the majority of students will be entering UGA with this major.

Budget

See the budget section in the formal proposal.

Facilities

See the facilities section in the formal proposal.

Curriculum and delivery

See the curriculum section in the formal proposal.

Collaboration

The program will be delivered through traditional instruction methods with some possible reliance on distance education for a few classes. All classes in the major currently exist at UGA. What is new in this major is the combination of classes from the Departments of Agricultural & Applied Economics and Food Science and Technology. Both departments have approved this new program by positive vote of their faculty.
Program Description and Objectives:

This is a new major to be added to existing majors offered by the Department of Agricultural & Applied Economics. The major is anticipated to be offered at both the Athens and Griffin campuses, but was designed specifically to play to the strengths of the Griffin campus and the type of students likely to enroll there. The Griffin Campus has a large contingent of faculty in the Department of Food Science and Technology and the Center for Food Safety who can provide invaluable expertise and industry experience in making this major successful. The Department of Agricultural & Applied Economics is currently in the early stages of hiring an additional faculty for its Griffin faculty group that will focus on research and teaching related to the food industry.

The major differs from our current Agribusiness major by focusing on a sub-set of agribusiness: the food processing and retailing industry. The food processing and retailing business is a large employer in metro Atlanta and this focus on the more industrial and retail parts of the larger agribusiness sector should be of more interest to students from urban settings and those without a background or connection to production agriculture. This major will prepare students for marketing and managerial jobs in the growing food processing, wholesaling, and retailing sectors.

Food processors, wholesalers, and retailers make up close to 15% of the jobs in the state of Georgia, so demand for the program’s graduates should be strong. We expect demand from students for this major due to the business focus with a real world emphasis, plus the fact that jobs in this sector are plentiful. Projected enrollment is 40 students (roughly fifteen graduates annually) within the first five years, although it could be considerably higher.

The program will be delivered through traditional instruction methods with some possible reliance on distance education for a few classes. All classes in the major currently exist at UGA. What is new in this major is the combination of classes from the
Proposal for Food Industry Marketing & Administration Major

Departments of Agricultural & Applied Economics and Food Science and Technology. Both departments have approved this new program by positive vote of their faculty.

Costs for the program will be negligible as all courses in the proposed curriculum are existing courses. No new faculty positions are needed to begin teaching this program; if enrollment at Griffin becomes large enough, one additional faculty line may be needed there. All facilities are already in place, including the distance teaching capacity. The program could help the department and college in minority recruitment as this program will be more attractive in more urban areas of the state than the more traditional, production agriculture-centered programs.

This new major is important to the mission of the University and the College for two main reasons. First, the food processing and retailing sector is a large part of the state economy and UGA needs to provide training for a new generation of leaders, managers, and other employees in the sector. Second, expanding teaching at the Griffin Campus is an important part of UGA’s strategic plan and this major is designed to build on the current strength of the campus so as to build enrollment at that location.

Justification and Need for the Program:

1. Societal Need
Approximately 15% of the jobs in Georgia and nationally are in the broadly defined sector of food processing, wholesaling, and retailing. These jobs include those in food processing facilities, restaurants, grocery stores, and specialty food operations. Yet, the University System of Georgia currently has no program designed specifically to prepare people for jobs in the management of this sector. We have training and research programs for the food scientists, engineers, chemists, and toxicologists who are involved in food processing and development of new food products, but we do not specifically train people to be the economists, managers, marketers, and executives for these companies. While general economic and business training is directly applicable to these situations, what is missing from the training of most economists and business majors is the knowledge of the food industry and the processes and standard operations involved in the food processing, restaurant, and food retailing sectors. By combining courses in agricultural economics, agribusiness, and food science, graduates of this program will be uniquely qualified for managerial jobs in this large and growing sector of the economy.

2. Student Demand
Student demand for the proposed major is difficult to predict. The current agribusiness major in the department is home to over 60% of our students (120 in total). It seems likely that some of the types of students that now choose agribusiness will instead choose food industry marketing and administration when it is offered. In addition, we hope to draw new students who are interested in management and business, but not in
production agriculture. We anticipate that this major will be particularly attractive to students from urban backgrounds who are unfamiliar with production agriculture but are familiar with factories, grocery stores, and restaurants. That is one reason we feel this major will be particularly attractive on the Griffin campus.

There is no direct evidence for this demand by students. The existing similar programs nationally have small student enrollments. However, when the department of agricultural and applied economics started our agribusiness major, it quickly became the largest major in our department (out of three). Thus, there is precedent for students moving toward the newer offerings, particularly when they think it is more practical and will help them get a job upon graduation. We believe that this major will be perceived that way and can, therefore, be successful in attracting students.

3. Additional Reasons the Program is Desirable
This program is especially well-suited to the College of Agricultural and Environmental Sciences because of the national and international reputation of the Department of Food Science and Technology and the Center for Food Safety. These units are considered among the finest in the country and have large numbers of faculty at both the Athens and Griffin campuses. Being able to use their expertise, knowledge, and industry connections will enhance this major considerably and should help attract students.

4. Similar Programs in the State
Georgia Southern offers a B.B.A in marketing with an emphasis in retailing management. This is not focused on the food industry but would potentially be a source of managers for grocery stores.

Twenty-one colleges and universities in Georgia offer standard marketing degrees, but none appear to have a food business focus.

Procedures Used to Develop This Program:

This program was motivated by the need for a major at the Griffin Campus that could attract students. The major was designed around a vision for the future of the Department of Agricultural & Applied Economics and the current strengths of the College of Agricultural and Environmental Sciences. With food science being one of the strongest disciplines in the College and a natural combination with Agricultural & Applied Economics, we headed in this direction. The fact that most jobs in the food and fiber sector are really in the food industry (that is, not in production of food and not in processing of non-food products), this new proposed major appears in keeping with our role to train students for jobs that will be needed by employers in the State of Georgia.

Having determined the direction of the new program, curricula were collected from two similar programs nationally. These programs are located at Purdue and Rutgers.
Purdue’s program is a B.S. in Food Industry Marketing and Management. Rutgers has a major in Food Science and Management Economics. Both programs were used as guides in creating the new proposed major. The Department of Agricultural & Applied Economics also had discussions and meetings with faculty in the Department of Food Science and Technology to help choose the best food science courses to include in the program. Faculty committees in both departments worked on the curriculum before it was approved by the faculty in the Department of Agricultural & Applied Economics.

Curriculum

1. Courses

All courses in the program currently exist. No new courses are needed to implement this program. Courses that are currently taught in Athens will need to be taught in Griffin, either locally or through distance education methods. As for all Griffin campus majors, core curriculum courses need to be taken at two-year institutions prior to admission.

See Appendix A for course requirement.

2. Course descriptions

See Appendix B for course descriptions.

3. Course prerequisites

Course prerequisites are listed on each course in Appendix B.

5. Institutional Requirements for Courses

All courses are existing courses, so all meet the institutional requirements.

6. Accreditation

There are no national accrediting standards for agricultural economics or agribusiness degrees.

7. Internships

Internships are not a required part of the proposal, although students can utilize an existing internship program in the Department of Agricultural & Applied Economics and receive credit for the internship as a major related elective.

8. Consistency with national standards
There are no official national standards, but the program is similar to current programs at Purdue and Rutgers, so the proposed program appears consistent with those at what are approximately peer institutions.

9. **Student outcomes associated with the program**

Student outcomes expected with the proposed major are that graduates will have a strong grounding in economic theory and management techniques. In addition, the graduates will have a strong foundation in food sciences that will allow them to communicate effectively with scientists in this area and to understand the basic mechanisms involved in most food industry settings. This will provide key job skills that should give these graduates an advantage over regular business or marketing majors in competing for jobs in the management of Georgia’s food industry.

**Inventory of Faculty Directly Involved**

See Appendix C for faculty information

**Outstanding Programs of this Nature**

The two similar programs nationally are those at Purdue and Rutgers. Contact details are

Purdue University  
B.S. in Food Industry Marketing and Management.  
Ms. Jennifer L. Williams  
765.494.0262, leewill@purdue.edu

Rutgers University  
B.S. in Food Science and Management Economics.  
Prof. Edmund M. Tavernier  
732.932-9171, Etavernier@aesop.rutgers.edu

These programs are both within respected agricultural economics departments at well regarded major universities. There are no rankings of such specialized and rare programs, so no empirical basis for selecting these programs other than they appear to be the two that most closely mirror what is being proposed for UGA.

**Inventory of Pertinent Library Resources**

UGA Library is the largest in the state with over 3.8 million volumes. On-line access to full text journals and serials is available both through a consortium of UGA, Emory, Georgia Tech, Georgia State and Medical College of Georgia, and directly to the
University of Georgia libraries. In addition, UGA is a leader nationally in offering electronic access to a wide range of electronic resources, including journal articles in full text. The statewide GALILEO system provides electronic access to hundreds of databases. Between physical and on-line collections, the UGA library is already equipped to support this new program.

The Department of Agricultural & Applied Economics also has a reference room with a very good collection to discipline-related publications available to students. The Department also has a full-time librarian to assist students and faculty as needed.

**Facilities**

This major will use the same facilities that are currently being used to support the Agricultural & Applied Economics Department. Since there are no new courses needed, current resources are sufficient.

**Administration**

Students will apply to the major in the same way that thousands of other students apply to the university annually. They will specify this major as their intended major and advising will be done by the Department of Agricultural & Applied Economics. The Undergraduate Coordinator will oversee any changes that may be needed to the major in the future.

**Assessment**

The Department of Agricultural and Applied Economics uses three major tools to assess the undergraduate major: an alumni survey taken once every five years, student evaluations of courses, and exit interviews conducted by the department head.

**Accreditation**

No separate accreditation is required for this major.

**Affirmative Action impact**

The degree program will be open to all qualified persons and shall not discriminate on the basis of race, color, religion, national origin, sex, age, or physical disability.

**Degree inscription**

BSA in Food Industry Marketing and Administration

**Fiscal and enrollment impact, and estimated budget**
## I. ENROLLMENT PROJECTIONS

<table>
<thead>
<tr>
<th></th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Student majors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Shifted from other programs</td>
<td>2</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>2. New to institution</td>
<td>2</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Total Majors</td>
<td>4</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td><strong>B. Course sections satisfying major requirements</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Previously existing</td>
<td>5</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>2. New</td>
<td></td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Total program course sections</td>
<td>23</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td><strong>C. Credit hours generated by those courses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Existing enrollments</td>
<td>60</td>
<td>190</td>
<td>320</td>
</tr>
<tr>
<td>2. New enrollments</td>
<td>60</td>
<td>190</td>
<td>320</td>
</tr>
<tr>
<td>Total credit hours</td>
<td>120</td>
<td>380</td>
<td>640</td>
</tr>
<tr>
<td><strong>D. Degrees awarded</strong></td>
<td>1</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Yr 2</td>
<td></td>
<td>Yr 3</td>
<td></td>
</tr>
<tr>
<td>Yr 3</td>
<td></td>
<td></td>
<td>Yr 4</td>
</tr>
<tr>
<td></td>
<td>First Year</td>
<td>Second Year</td>
<td>Third Year</td>
</tr>
<tr>
<td>-----</td>
<td>------------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td><strong>II. COSTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>A. Personnel B reassigned or existing positions</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Faculty</td>
<td>0.30</td>
<td>$30,000</td>
<td></td>
</tr>
<tr>
<td>2. Part-time faculty</td>
<td>0.15</td>
<td>$10,000</td>
<td>0.15</td>
</tr>
<tr>
<td>3. Graduate Assistant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Administrators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Support staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Fringe benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Other personnel costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>B. Personnel B new positions</strong></td>
<td>1.00</td>
<td>$80,000</td>
<td></td>
</tr>
<tr>
<td>2. Part-time faculty</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Graduate Assistant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Administrators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Support staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Fringe benefits</td>
<td></td>
<td></td>
<td>$25,000</td>
</tr>
<tr>
<td>7. Other personnel costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total New Personnel Costs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C. Start-Up Costs (one-time expenses)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Library/learning resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Other (______)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D. Physical facilities: construction or major renovation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total One-time Costs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix A
Course Requirements
Major in Food Industry Marketing and Administration (BSA)

Area A (9 hrs)
ENGL 1101
ENGL 1102
MATH 1113

Area B (4 hrs)
choice

Area C (6 hrs)
SPCM 1100
humanities elective

Area D (12 hrs)
CHEM 1211/1211L
BIOL 1107-1107L
MATH 2200

Area E (12 hrs)
POLS 1101
HIST 2111 or HIST 2112
AAEC 2580 or ECON 2106
Choice

Area F (19 hrs)
ACCT 2101
ACCT 2102
MATH 2110 or MATH 2210/2210L
STAT 2000
Choice

Major Requirements (23 hrs)
AAEC 3100 (3 hrs)
AAEC 3580-3580L (4 hrs)
AAEC 3690 (4 hrs)
AAEC 4050/6050 (3 hrs)
AAEC 4980/6980 (3 hrs)
(FDST)PATH 2030 (2 hrs)
FDST 3000 (3 hrs)
FDST 4090/6090-4090L/6090L (2 hrs)

Major Electives (17-19 hrs)
Select 5 Major Related Electives from the following that include at least two AAEC courses and two FDST courses:
AAEC 3040
AAEC 4210/6210
AAEC 4760
AAEC(FINA) 4870/6870
FDST 4010/6010-4010L/6010L (4 hrs)
FDST 4040/6040-4040L/6040L
FDST 4100/6100
FDST 4110/6110-4110L/6110L
FDST(EHSC)(MIBO) 4320/6320-4320L/6320L
(FDST) POUL 4860/6860-4860L/6860L

Select One Communications course from the following:
AAEC 3200
ALDR 3900
MARK 4220
MARK 4600
SPCM 2300
SPCM 3500

General Electives (approx. 18-20 hrs) - Up to the required 120 hours
Appendix B
Course Descriptions
Course Descriptions

ENGL 1101. English Composition I. 3 hours. Expository themes on both general and literary topics developed by basic rhetorical methods. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

ENGL 1102. English Composition II. 3 hours. Not open to students with credit in ENGL 1030 or ENGL 1050H or ENGL 1060H or ENGL 1102M. Prerequisite: ENGL 1101. Themes on fiction, poetry, and drama. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

MATH 1113. Precalculus. 3 hours. Preparation for calculus, including an intensive study of algebraic, exponential, logarithmic, and trigonometric functions and their graphs. Applications include simple maximum/minimum problems, exponential growth and decay, and surveying problems. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

SPCM 1100. Introduction to Public Speaking. 3 hours. The fundamental principles and practices of public speaking, including systematic library research, creative analysis and synthesis of topics, organization, language, delivery, audience adaptation, reasoning, arguments, and supporting materials.

CHEM 1211. Freshman Chemistry I. 3 hours. Prerequisite or corequisite: MATH 1113. Corequisite: CHEM 1211L. The chemical principles involved in stoichiometry, structure, bonding, and reactivity.

CHEM 1211L. Freshman Chemistry Laboratory I. 1 hour. 3 hours lab per week. Prerequisite or corequisite: MATH 1113. Corequisite: CHEM 1211. Students will perform experiments to illustrate the reactions, principles, and techniques presented in Freshman Chemistry I. Offered fall, spring, and summer semesters every year.

BIOL 1107-1107L. Principles of Biology I. 4 hours. 3 hours lecture and 2 hours lab per week. Prerequisite: (CHEM 1211 and CHEM 1211L) or (CHEM 1411 and CHEM 1411L) or (CHEM 1311H and CHEM 1311L). Biological chemistry, cell structure and function, bioenergetics, mitosis and meiosis, genetics, gene expression and regulation, gene technology, population genetics, evolution.

MATH 2200. Analytic Geometry and Calculus. 4 hours. Prerequisite: MATH 1113. Introductory differential calculus and its applications. Topics include limits, continuity, differentiability, derivatives of trigonometric, exponential and logarithmic functions, optimization, curve sketching, Newton's method, antiderivatives, differential equations, and applications. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

POLs 1101. American Government. 3 hours. Government and politics in the United
States, including the philosophical and constitutional foundations, political institutions such as Congress and the presidency, political practices such as voting, and civil rights and liberties. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**HIST 2111. American History to 1865.** 3 hours. American society, politics, thought, institutions, and economic life from the first settlements to the end of the Civil War. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**HIST 2112. American History Since 1865.** 3 hours. Not open to students with credit in HIST 2112H. Development of the American nation from 1865 to the present. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**AAEC 2580. Applied Microeconomic Principles.** 3 hours. Microeconomic principles such as consumer demand, cost of production and management are utilized to analyze the relative prosperity of the population in Georgia outside of the major urban centers. The impact of international trade, capital availability in the rural economy, environmental policies, as well as the maintenance of a viable rural industry will be important topics in this course.

**ECON 2106. Principles of Microeconomics.** 3 hours. Laws governing the use of scarce resources by producers and consumers in market economies, with emphasis on the role played by prices. The consequences of government involvement in the economy are studied, with examples taken from current policy issues. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**ACCT 2101. Principles of Accounting I.** 3 hours. Not open to students with credit in ACCT 1120H or ACCT 2101H. Basic accounting systems, concepts, and principles. The primary goals of this course are to develop an understanding of the accounting process and to summarize and communicate information useful in making economic decisions. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**ACCT 2102. Principles of Accounting II.** 3 hours. Not open to students with credit in ACCT 1130H or ACCT 2102H. Prerequisite: ACCT 2101H or ACCT 2101. Basic managerial accounting systems, concepts, and principles. The analysis, interpretation, and reporting of cost data for management's decision making needs. Cost-volume-profit analysis, budgeting, and performance reporting are discussed as they relate to other business disciplines. Non-traditional format: This course is also offered through University System of Georgia Independent and Distance Learning (IDL).

**MATH 2110. Calculus for Economics.** 3 hours. Prerequisite: MATH 2200 or MATH 2250. Topics specifically chosen to meet the needs of the student of economics: the
definite integral, functions of several variables, partial derivatives, Lagrange multipliers, and matrices.

**MATH 2210. Integral Calculus.** 3 hours. Prerequisite: MATH 2200 or MATH 2300H or MATH 2400H. Prerequisite or corequisite: MATH 2210L. Introductory integral calculus and its applications. Topics include Riemann sums, the Riemann integral, the Fundamental Theorem of calculus, techniques of integration, arc length, surface area, volumes, force, work, and an introduction to differential equations.

**MATH 2210L. Integral Calculus Laboratory.** 1 hour. 2 hours lab per week. Prerequisite or corequisite: MATH 2210 or MATH 2310H or MATH 2410H. Computer projects exploring topics related to the course content of Integral Calculus.

**STAT 2000. Introductory Statistics.** 4 hours. 3 hours lecture and 2 hours lab per week. Not open to students with credit in STAT 2100H or STAT 3000 or MSIT 3000. Introductory statistics including the collection of data, descriptive statistics, probability, and inference. Topics include sampling methods, experiments, numerical and graphical descriptive methods, correlation and regression, contingency tables, probability concepts and distributions, confidence intervals, and hypothesis testing for means and proportions.

**AAEC 3100. Food and Fiber Marketing.** 3 hours. Prerequisite: AAEC 2580 or ECON 2106. Basic concepts of marketing food and fiber and related services and for making essential marketing decisions; approaches food and fiber product marketing as being individual and organization activities aimed at facilitating and expediting exchanges within a set of dynamic environmental factors.

**AAEC 3580-3580L. Intermediate Economic Principles.** 4 hours. 3 hours lecture and 2 hours lab per week. Prerequisite: (AAEC 2580 or ECON 2106) and [MATH 2110 or (MATH 2210 and MATH 2210L)]. Competitive and imperfect markets in the allocation of consumer goods and input factors in the free enterprise economy.

**AAEC 3690. Agribusiness Finance.** 4 hours. Prerequisite: (AAEC 2580 or ECON 2106) and (AAEC 3300 or ACCT 2101) and STAT 2000. Financial concepts and analysis related to agribusiness firms, including analysis based on financial statements, business and financial risk, valuation, and capital budgeting.

**AAEC 4050/6050. Agribusiness and Natural Resource Law.** 3 hours. Undergraduate prerequisite: Third year standing and (POLS 1101 or HIST 2111 or HIST 2112). Students will survey legal principles applying to agribusiness firms and natural resources, legal basics, and learn how to access legal materials. Through an understanding of common law, case law, statutes and regulations, students will learn how to discern rights and obligations regarding contracts, torts, property, and natural resources. The materials should enable students to recognize and avoid legal problems and effectively use legal counsel.
AAEC 4980/6980. Agribusiness Management. 3 hours. Undergraduate prerequisite: (ACCT 2101 or AAEC 3300) and (AAEC 3690 or FINA 3000) and (AAEC 3040 or AAEC 3100). Apply and integrate skills into a workable approach to agribusiness management; provide a step-by-step approach to the application of practical management skills in marketing, demand analysis, forecasting, finance, operations, and personnel. Non-traditional format: Involves exams, assignments, case studies, simulation, role playing and development of an actual business plan.

(FDST)PATH 2030. Marvelous and Malevolent Microbes. 2 hours. Prerequisite: [(BIOL 1103 and BIOL 1103L) or (BIOL 1104 and BIOL 1104L)] or (BIOL 1107-1107L or BIOL 1108-1108L) or (CHEM 1110 and CHEM 1110L) or (CHEM 1211 and CHEM 1211L) or (CHEM 1212 and CHEM 1212L) or (PBIO 1210 and PBIO 1210L) or (PBIO 1220 and PBIO 1220L). Explores the diverse roles that microbes, primarily bacteria, play during production, processing, and consumption of plants and animals. Covers both beneficial and harmful situations relevant to plant, animal and human health. Includes current topics of public interest.

FDST 3000. Introduction to Food Science and Technology. 3 hours. The sources of raw materials; the processing, storage, and handling of processed foods; and the problems involved in the processing of these products.

FDST 4090/6090-4090L/6090L. Food Quality Control. 2 hours. 1 hour lecture and 2 hours lab per week. Undergraduate prerequisite: [FDST 2010 or FDST 3000] and STAT 2000. Designing and implementing food quality and process control programs. Monitoring and controlling process specifications and capabilities. Developing food attribute and variable control charts. Examining food sampling plans and verifying HACCP food safety plans.

AAEC 3040. Agribusiness Marketing. 3 hours. Prerequisite: AAEC 2580 or ECON 2106. Agribusiness marketing for farm products describing and analyzing agribusiness marketing functions to have a comprehensive understanding of the principles of agribusiness marketing.

AAEC 4210/6210. Production Economics: Theory with Applications. 3 hours. Undergraduate prerequisite: AAEC 3580-3580L. Fundamental economic principles in determining efficient adjustments in agricultural resource use consistent with economic growth, and changing technology and economic conditions.

AAEC 4760. The Economics of Agricultural Processing and Marketing. 3 hours. Prerequisite or corequisite: AAEC 3580-3580L. The economics of the agricultural processing and marketing sectors. Economics of assembly line production; efficient plant size, location, and operation; the economics of commodity storage; the economics of the marketing sector; spatial competition; and price and quantity competition among firms with market power.

AAEC(FINA) 4870/6870. Futures and Option Markets. 3 hours. Undergraduate
prerequisite: (AAEC 2580 or ECON 2106) and (AAEC 3690 or FINA 3000). Development, functions, and importance of futures and option markets. Futures and option contracts; issues such as speculation, the roles of commission houses, commodity exchanges, and clearinghouses; and the use of future contracts as instruments for financing business activities. Technical and fundamental trading theories.

FDST 4010/6010-4010L/6010L. Principles and Methods of Food Processing. 4 hours. 2 hours lecture and 6 hours lab per week. Undergraduate prerequisite: CHEM 1212 and CHEM 1212L and (FDST 2010 or FDST 3000). Undergraduate prerequisite or corequisite: MIBO 3000-3000L or MIBO 3500. Principles of food preservation by chilling, freezing, dehydration, fermentation, and thermal processing. Processing methods to control microbial and enzymatic activity and to minimize chemical and physical deterioration of foods.

FDST 4040/6040-4040L/6040L. Food Chemistry. 3 hours. 2 hours lecture and 3 hours lab per week. Undergraduate prerequisite or corequisite: FDST 3000 or (CHEM 2211 and CHEM 2211L). Chemical, physical, and functional properties of food constituents and ingredients.

FDST 4100/6100. Governmental Regulation of Food Safety and Quality. 2 hours. Role of mandatory and optional food laws and regulations exercised by state, federal and international agencies on food quality, safety, wholesomeness, and nutrition.

FDST 4110/6110-4110L/6110L. Food Packaging. 2 hours. 1 hour lecture and 2 hours lab per week. Undergraduate prerequisite or corequisite: FDST 3000. Raw materials, processes, and machinery used in the transportation, storage, and marketing of packaged food products. The relationship between packaging materials, food processing operations, and product quality. Evaluation of chemical and physical properties of food package materials.

FDST(EHSC)(MIBO) 4320/6320-4320L/6320L. Hazard Analysis Critical Control Point in the Food Industry. 3 hours. 2 hours lecture and 3 hours lab per week. Undergraduate prerequisite: FDST 3000 or MIBO 3000-3000L or MIBO 3500. Emphasis on Hazard Analysis Critical Control Point (HACCP) and its prerequisite (e.g., GAP, GMP, SSOP) programs used to promote food safety in the food industry. Upon completion of the course and passing an examination, the students will receive HACCP certification.

(FDST)POUL 4860/6860-4860L/6860L. Poultry Processing. 3 hours. 2 hours lecture and 3 hours lab per week. Undergraduate prerequisite: FDST 3000 or POUL 3600 or permission of department. Basic principles and methods of processing poultry and eggs. Broiler harvesting, slaughter, evisceration, plant sanitation, microbiology, inspection, grading, regulations, water and waste water handling, quality control and HACCP plans, and further processing.
AAEC 3200. Selling in Agribusiness. 3 hours. Prerequisite: AAEC 2580 or ECON 2106. Sales and merchandising techniques appropriate for agricultural selling and marketing. The psychology of selling, the selling process, spatial marketing strategies, and communication skills are emphasized, as used in agribusiness.

ALDR 3900. Leadership and Service. 3 hours. Not open to students with credit in ALDR 2900. An interdisciplinary approach to current issues related to leadership in contemporary and changing society. Exploration of classic and emerging models, roles of leaders and followers, concepts of effective leadership, ethical issues, with special focus on leadership as service in teams, organizations, communities, and society.

MARK 4220. Sales Force Strategy and Management. 3 hours. Undergraduate prerequisite: MARK 3000 and MARK 4210. Managing the marketing-driven sales force, including customer relationship and interfacing strategies, cross-functional issues relevant to sales, sales force organization strategies and systems, and customer-focused teams. Human resource issues, such as compensation systems, salesperson development, sales team leadership, and sales training and coaching.

MARK 4600. Advertising and Sales Promotion. 3 hours. Prerequisite: MARK 3000. The study of marketing communications of business firms and organizations. Attention focuses on the process and the challenges involved in developing effective communication strategies. Key issues in effective advertising are illustrated using business cases.

SPCM 2300. Business and Professional Communication. 3 hours. 2 hours lecture and 1 hour lab per week. Not open to students with credit in MGMT(SPCM) 5960. The principles and skills for making effective business presentations. Students will learn to manage communication in a variety of professional and organizational contexts. Emphasis is on clarity and persuasiveness in communicating with clients, associates, and other decision-makers.

SPCM 3500. Interpersonal Communication Theory. 3 hours. Prerequisite: SPCM 1010 or SPCM 1100 or SPCM 1500. Major theories of human communication, with special emphasis upon interpersonal communication. The role, function, and assumptions of theoretical approaches will be discussed.
Appendix C
Faculty Information
1. TERENCE J. CENTNER

A. Rank:  Professor

B. Academic Discipline:  agricultural law

Education:
LL.M., Agricultural Law, University of Arkansas, Fayetteville
J.D., State University of New York at Buffalo
B.S., Cornell University

D. Current teaching workload expected impact with the addition of proposed program:
AAEC 4050/6050, Taught spring even semesters.
Expected impact: increased student enrollment in course.

E. Publications for past five years:


F. Professional activities

Papers given at meetings:


Papers given to professional groups:


Current regional committee membership:

Regional Project S1000, Animal Manure and Waste Utilization, Treatment and Nuisance avoidance for a Sustainable Agriculture

Other special assignments:
Organizer and Moderator, Governmental Controls Affecting Land Use and Agricultural Production: Current Issues, American Agricultural Law Association, Savannah, GA - 2006

Organizer and Moderator, Agriculture and the Environment: Governmental Controls, Interdisciplinary Environmental Association, Kona, Hawaii - 2006

Organizer, Agriculture and the Environment: Conflicts in the Use of Land, Interdisciplinary Environmental Association, Kona, Hawaii - 2006

Organizer, Agriculture and the Environment: Environment and Health, Interdisciplinary Environmental Association, Kona, Hawaii - 2006

G. Expected responsibilities in this program

Dr. Centner will serve as an undergraduate coordinator, instructor and advisor.

2. JAMES E. EPPERSOEN

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

Education:

Ph.D. Agricultural Economics, Mississippi State University
M.S. Agricultural Economics, Auburn University
BS Technical Arts, Auburn University

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3040, Taught every spring semester.

AAEC 4980/6980, Taught every spring semester.

Expected impact: increased student enrollment in both courses.

E. Publications for past five years:


F. Professional activities

Papers given at meetings:


Committee membership:
S-1019 Cooperative Regional Research Project B Fruit and Vegetable Marketing Innovations and Demand Assessment

Honors, awards, special recognition:
Certificate of Congratulations for greatly contributing to the career development of UGA students, Career Center, University of Georgia, 2006.

G. Expected responsibilities in this program

Dr. Epperson will serve as an instructor and advisor to students in this major.

3. JACK E. HOUSTON

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

C. Education: Ph.D. Agricultural Economics, Washington State University
B. A. Mathematics, University of Washington

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3580-3580L, Taught spring semesters.

Expected impact: increased enrollment in course.

E. Publications for past five years:


F. Professional activities

Papers given at meetings:


Paudel, L., and J.E. Houston. 2006. “Low Carbohydrate Information, Consumer Health Preferences, and Market Demands of Fruits in the United States”. Western Agricultural Economics Association Meetings, Anchorage, AL, June.a (Selected paper)


Stegelin, Forrest, and Jack E. Houston. 2006. “Factors Influencing the Initial Public Offering (IPO) Decision of Food Distribution Firms”, Food Distribution Research Society Annual Conference, Quebec City, Canada, October 14-18 (Selected update paper)

Sande, Doris, and Jack E. Houston. 2006. “U.S. Import Demand for Goat Meat, Sheep and Lamb, and Other Lesser Meats”, Food Distribution Research Society Annual Conference, Quebec City, Canada, October 14-18.a (Selected paper)

Lectures given to professional groups or institutions:


Houston, J.E. “Low Carbohydrate Information, Consumer Health Preferences, and Consumption of Fruits and Vegetables in the United States”. Invited seminar presentation to Housing and Consumer Economics faculty and graduate students, The University of Georgia, September 14, 2006.

Committee membership:
NC-1016 North Central Regional Research Committee on “Economic Assessment of Changes in Trade Arrangements, Bio-terrorism Threats and Renewable Fuels Requirements on the U.S. Grain and Oilseed Sector”

W-133 Western Region Research Committee on “Benefits and Costs of Natural Resource Policies Affecting Public and Private Lands”

G. Expected responsibilities in this program

Dr. Houston will serve as an instructor and advisor for students in this major.

4. TIMOTHY A. PARK

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

Education: Ph.D. Agricultural Economics, University of California, Davis

B. A. International Economics, Georgetown University

D. Current teaching workload expected impact with the addition of proposed
program:

AAEC 3690, Taught both spring and fall semesters.

Expected impact: increased enrollment in course.

E. Publications for past five years:


F. Professional activities

_Papers given at meetings:


Committee Memberships:
   NC-1014 [NC-221]: Agricultural Finance Markets in Transition.
   NCR-170: Recent Advances in Agricultural Statistics

G. Expected responsibilities in this program
Dr. Park will serve as an instructor and advisor for students in this major.

5. FORREST E. STEGELIN

A. Rank: Associate Professor

B. Academic Discipline: Agricultural Economics

C. Education: Ph.D. Oklahoma State University
   MBA, University of Oklahoma
   B.S. Kansas State University

D. Current teaching workload expected impact with the addition of proposed program:

   AAEC 3100, Taught fall semester
   AAEC 4980, Taught fall semester

   Expected impact: increased enrollment in courses.

E. Publications for past five years


F. Professional activities

Papers given at meetings:

Mid-States Hort Expo, January 12 B 13, 2006, Louisville, KY, “Establishing Profit Centers.”


Tropical Plant Industry Exposition, January 20 B 21, 2006, Fort Lauderdale, FL, “Foliage Today and Tomorrow.”


ANLA Management Clinic, February 4-5, 2006, Louisville, KY, “Conducting Employee Performance Evaluations and Appropriate Motivations, Incentives, and Perquisites.”


WERA-72 Western Coordinating Committee on Agribusiness, June 18-20, 2006, Las Vegas, NV, “Revisiting the Factors Determining Initial Public Offering Readiness of Agribusiness Firms.”


OFA, the Official Floriculture Association, July 8-10, 2006, Columbus, OH, “The Value Equation: Understanding What Drives Customers to a Garden Center” and “Contemporary Merchandising Strategies.”


Other special assignments:

Departmental Representative, CAES Faculty Council
Board Member, Georgia Green Industry Association
Board Member At-Large, Georgia Flower Growers Association
Marketing Plan Advisor and Sales Presentation Advisor, Georgia FFA

G. Expected responsibilities in this program

Dr. Stegelin will serve as an instructor for students in this major.

6. MICHAEL E. WETZSTEIN

A. Rank: Professor

B. Academic Discipline: Agricultural Economics

C. Education: Ph.D. Agricultural Economics, University of California, Davis

M.S., Agricultural Economics, University of California, Davis

B.A., California State University, Sacramento

D. Current teaching workload expected impact with the addition of proposed program:

AAEC 3580-3580L, Taught Fall Semester

Expected impact: increased enrollment in course.

E. Publications for past five years


F. Professional activities

Papers given at meetings, and lectures given to professional groups or institutions:


Committee memberships:
Chairperson of the American Agricultural Economic Association Quality of Research Discovery Award, 2005-06.

Member of the American Agricultural Economic Association Membership Committee, 2006

G. Expected responsibilities in this program

Dr. Wezstein will serve as an instructor and advisor for students in this major.