

2024 - 2025 Certificate Map

Food Industry Management and Marketing

School/College: [W. P. Carey School of Business](#)

Location: [Polytechnic](#)

Program Requirements

The food industry management and marketing certificate requires 15 credit hours and is available to all majors. To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or better.

No more than six credit hours may be shared between the certificate and other degree programs, minors, and/or other certificates.

Required Course -- 3 credit hours

[AGB 250: Economics of Resource Allocation: Food and Agriculture](#) or [AGB 302: International Management and Agribusiness \(GCSI OR G\)](#) (3)

Required Marketing Course (choose one) -- 3 credit hours

[MKT 300: Marketing and Business Performance](#) (3)

[MKT 302: Strategic Marketing Management \(L\)](#) (3)

[MKT 303: Honors Marketing Theory and Practice](#) (3)

[MKT 390: Essentials of Marketing](#) (3)

Electives (choose three) -- 9 credit hours

[AGB 100: Introduction to Agribusiness](#) (3)

[AGB 370: Food Retailing Strategy Development and Case Competition](#) (3)

[AGB 414: Food and Agribusiness Policy Issues \(L\)](#) (3)

[AGB 420: Food Advertising and Promotion](#) (3)

[AGB 425: Food Supply Networks](#) (3)

[AGB 435: Commodity Futures and Options Markets](#) (3)

[AGB 445: Food Retailing](#) (3)

[AGB 452: Global Food and Agricultural Trade](#) (3)

[AGB 456: Food Product Innovation and Development](#) (3)

[AGB 481: Strategic Pricing in Food Markets](#) (3)

[AGB 494: NAMA Marketing Plan](#) (3)

[BUS 424: Sales and Negotiations](#) (3)

BUS 434: Business Risk Management (3)

TGM 460: Global Risk Assessment and Management (3)

Prerequisite courses may be needed in order to complete the requirements of this certificate.

The program is offered at ASU's Polytechnic campus, but students may choose to take the entire certificate in iCourse format.