



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Course Request

SDSU	Agriculture, Food & Environmental Sciences / Ness School of Management & Economics
Institution	Division/Department
Dennis D. Hedge	12/12/2019
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
AGEC 274	Agribusiness Sales	3

Course Description

This course focuses on helping students develop the skills and qualities needed to address the new demands of production and input technologies and e-Commerce platforms in the agricultural sales arena. Primary areas of study include principles of professional sales, sales management in agribusinesses, institutional differences between agricultural and non-agricultural marketing environments, and different approaches to sales based on clients, including feed and food ingredient sales.

Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-Req/Co-Req?
ECON 201	Principles of Microeconomics	Pre-Req

Registration Restrictions

None

Section 2. Review of Course

2.1. Was the course first offered as an experimental course? Yes No

2.2. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
BADM/MKTG 474	Personal Selling	3
BADM 480	International Sales & Negotiations	3

Provide explanation of differences between proposed course and existing system catalog courses below:

The proposed course focuses specifically on the unique challenges faced by sales personnel in the agricultural industry. BADM/MKTG 474 Personal Selling focuses on general selling techniques and relationship building. BADM 480 International Sales and Negotiations is most similar to the proposed course, but it focuses on the international arena instead of the agricultural industry.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Schedule Management, explain below: Course will be offered through schedule management.

3.2. Existing program(s) in which course will be offered: Agricultural Business (B.S.), Economics (B.S.) – Agricultural Economics Specialization, Agribusiness (A.S.)

3.3. Proposed instructional method by university: R - Lecture

3.4. Proposed delivery method by university: 001 – Face to Face Term Based Instruction, 015 - Internet Asynchronous - Term Based

3.5. Term change will be effective: Fall 2020

3.6. Can students repeat the course for additional credit? Yes, total credit limit: No

3.7. Will grade for this course be limited to S/U (pass/fail)? Yes No

3.8. Will section enrollment be capped? Yes, max per section: 50 No

3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the Course Inventory Report? Yes No

3.10. Is this prefix approved for your university? Yes No

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department Code: SECN

4.2. Proposed CIP Code: 01.0103

Is this a new CIP code for the university? Yes No

**NEW COURSE REQUEST
Supporting Justification for On-Campus Review**

<u>Nicole Klein</u> Request Originator	<u>Nicole Klein</u> Signature	<u>10/18/2019</u> Date
<u>Eluned Jones</u> Department Chair	<u>Eluned Jones</u> Signature	<u>10/18/2019</u> Date
<u>Don Marshal</u> School/College Dean	<u>Don Marshall</u> Signature	<u>10/21/2019</u> Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.

AGEC 274 will provide a lower level sales class specific to the unique needs of the agricultural industry. This will enhance the curriculum of the proposed A.S. degree in Agribusiness that will be offered at the Community College for Sioux Falls and online. This will also provide an ideal elective for students in the relatively new and growing Precision Agriculture major, as well as other growing programs in the College of Agriculture, Food and Environmental Sciences.

The agricultural industry has unique challenges because of the nature of the commodity product that is produced, as well as distinctive features of the supply chain, including the growing amount of business that is done through e-Commerce. This course will provide important skills development for any student wanting to pursue careers in sales in seed, feed, food ingredient, fertilizer, equipment, and other sectors of the agricultural industry. These are all growing segments of the food and fiber industry. There is significant support for this type of class from industry.

An Ag Sales class is a common course offering at most Land Grant Universities. Of SDSU's ten Peer Institutions that have ag colleges, seven have an ag sales course in their catalog. It is an important elective or required course in most ag curriculums.

2. Note whether this course is: Required Elective
3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?
This will be an elective course in most of the programs in the College of Agriculture, Food and Environmental Sciences.
4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
N/A
5. Desired section size 50
6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
Elijah Kosse, Instructor, M.S.
Craig Silvernagel, Assistant Professor, Ph.D.
7. Note whether adequate facilities are available and list any special equipment needed for the course.
Facilities are adequate. No special equipment needed.
8. Note whether adequate library and media support are available for the course.
No special library or media support needed.
9. Will the new course duplicate courses currently being offered on this campus? Yes No
10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
N/A