



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

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM TITLE:	Agricultural Marketing Minor
CIP CODE:	01.0103
UNIVERSITY DEPARTMENT:	Ness School of Management and Economics
BANNER DEPARTMENT CODE:	SSME
UNIVERSITY DIVISION:	Agriculture, Food & Environmental Sciences
BANNER DIVISION CODE:	3F

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Dennis D. Hedge

Vice President of Academic Affairs or
President of the University

4/29/2020

Date

1. This modification addresses a change in:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input type="checkbox"/> Total credits required for program |
| <input checked="" type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |

2. Effective date of change: 2020-2021 Academic Year

3. Program Degree Level: Associate Bachelor's Master's Doctoral

4. Category: Certificate Specialization Minor Major

5. If a name change is proposed, the change will occur:

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name: **Agribusiness Marketing Minor**

6. Primary Aspects of the Modification:

Existing Curriculum

Proposed Curriculum (Highlight Changes)

Pre	Num	Title	Cr Hrs	Pre	Num	Title	Cr Hrs
Required Courses			9	Required Courses			12
AGEC	354	Agricultural Marketing & Prices	3	AGEC	354	Agricultural Marketing & Prices	3
				AGEC OR MKTG	274 474	Agribusiness Sales (3) Personal Selling (3)	3
ECON	201	Principles of Microeconomics	3	ECON	201	Principles of Microeconomics	3
MKTG	370	Marketing	3	MKTG	370	Marketing	3
Electives			9	Electives			9

Existing Curriculum

Proposed Curriculum (Highlight Changes)

Pre	Num	Title	Cr Hrs	Pre	Num	Title	Cr Hrs
<i>Select at least 9 credits from the following list (at least one must be prefixed AGECE)</i>				<i>Select 6 credits from the following list.</i>			
AGEC	430	Agribusiness Marketing & Prices	3	AGEC	430	Agribusiness Marketing & Prices	3
AGEC	454	Economics of Grain & Livestock Marketing	3	AGEC	454	Economics of Grain & Livestock Marketing	3
AGEC	484	Trading in Agricultural Futures & Options	3	AGEC	484	Trading in Agricultural Futures & Options	3
AS	285-285L	Livestock Evaluation & Marketing and Lab	3	AS	285-285L	Livestock Evaluation & Marketing and Lab	3
				AS	218	Survey of Animal Nutrition (3)	3
				OR			
				AS	319	Livestock Feeds and Feeding & Lab (3)	
				AST	313	Farm Machinery Systems Management and Lab	3
DSCI	453	Risk Management – Personal and Business	3	DSCI	453	Risk Management – Personal and Business	3
				HO/PS	434	Local Food Production	2
				HO/PS	435	Local Food Production: Harvest and Storage	2
MKTG	474	Personal Selling	3	MKTG	474	Personal Selling (if not used in list above)	3
				MKTG	476	Marketing Research	3
				PS	403-403L	Seed Technology and Lab	3
				VET	403	Animal Diseases and their Control	3
Total number of hours required for minor			18	Total number of hours required for minor			18

7. Explanation of the Change:

The current Agricultural Marketing minor serves two very distinct audiences: those interested in agribusiness marketing & sales, and those interested in commodity risk management. Therefore the Ness School of Management and Economics has requested to divide the minor into two different minors, one for each of the foci. The above modification maintains the courses focused on agribusiness marketing & sales, adds eight new courses, and deletes five that are more closely related to commodity risk management. The name change reflects the new focus of the minor. A second proposal has been submitted to create a minor in Commodity Risk Management.