

Agriculture Sales and Marketing

Agriculture Sales and Marketing Certificate of Achievement (COA)

The Agriculture Sales and Marketing will develop and expand the student’s knowledge of Agriculture Business. The student will develop knowledge and skills sufficient to gain and hold entry-level jobs in Ag Sales and Marketing. The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales career. This program will help students make decisions as to whether or not they are qualified in sales, and prepare them for a sales career if they choose that vocation.

Upon successful completion of the program, students will be able to:

- demonstrate characteristics of a good communication skills.
- demonstrate techniques to develop a sales relationship.
- maximize technology and resources to successfully market a good or product
- model professional sales presentation strategies

Course #	Title	Units
Required Core Courses		
AGBUS-010.....	Introduction to Agriculture Business.....	3
AG-011.....	Ag Sales and Communication.....	3
AGBUS-015.....	Computer Applications to Agriculture.....	3
CIS-002G.....	Introduction to E-Commerce.....	3
AG-015X.....	Occupational Work Experience Education.....	3
Total		15

This is a **recommended sequence** of courses for timely completion of this program. Entry in to transfer level English and math required to follow this recommended sequence. Please see your counselor to formalize your personalized educational plan or for alternative planning.

SEMESTER 1		SEMESTER 2	
AGBUS-010.....	AG-011.....		
CIS-002G.....	AGBUS-015.....		
	6	AG-015X.....	9