Agribusiness represents all business-related activities involved in the production, finance, marketing, and distribution of food and fiber. The agribusiness industry is responsible for 50% of the global economy and accounts for 20% of employment in the U.S. and as much as 90% worldwide. The academic discipline of agribusiness combines theory and method in finance, marketing, and management to address global agricultural issues.

As a W. P. Carey School of Business student in the Morrison School of Agribusiness, you will have the opportunity to become part of the next generation of business professionals and leaders in agribusiness, entrepreneurship, marketing, and management for the state and region. The curriculum focuses on a global, industry-specific education that emphasizes innovation, and leadership.

The Bachelor of Arts in Business with a Concentration in Global Agribusiness focuses on teaching students how to convey that information in a clear, concise manner. A variety of opportunities exist where average starting salaries can range from $30,000 – $50,000 for graduates.

### Job Titles and Careers for Global Agribusiness Majors

- Agronomy Division Manager
- Marketing Business Analyst
- Grain Field Marketer
- Account Executive
- Agribusiness Sales Representative
- Accountant
- Project Coordinator
- Farm Manager
- Commodity Trader
- Supply Chain Technologist
- Sales Agronomist
- Crop Advisor
- Assistant Controller
- Logistics Specialist
- Grain Merchandiser
- International Trader
- Public Relations
- Location Manager
- Production Supervisor
- Field Merchant
- Research Agronomist
- Commodity Merchandiser
- Market Advisor
- Agricultural Technician
- Tax Consultant
- Market Advisor
- Retail Manager

### Sales Agronomist

A sales agronomist maintains and expands targeted customers and prospects to market agronomy products and services that enhances the producer’s business. They investigate and resolve agronomic problems, quote prices and credit terms, and focus on market development to gain new business.

### Agricultural Sales Representative

Works closely with agriculture sales team during the appraisal process to determine trade value. Attends local agriculture auctions to monitor the used agriculture market. Displays or demonstrates product, using samples or catalog, and emphasizes salable features. Quotes prices and credit terms and prepares sales contracts for orders obtained. Estimates date of delivery to customer, based on knowledge of production and delivery schedules. Prepares reports of business transactions and keeps expense accounts. Works with other sales representatives for product support opportunities.

### Food Technologist

The primary role of the food technologist includes developing robust formulations that meet specification and quality standards; identifying, evaluating, and developing new business development opportunities; planning and conducting independent research; fully understanding food standards, food safety, sanitary regulations, and good manufacturing practices; evaluating technical trends and making recommendations for process and/or product improvements; conducting testing of new products in a laboratory pilot plant and scaling product requirements; and maintaining written technical documentation.

### Global Account Director

A global account director drives sustained growth of an organizations long-term objectives. Drives industry innovation and design thinking. Protects and promotes the company’s brand. Collaborates with global partners to ensure alignment and success. Develops an accountability and strategy plan.

### Agricultural Commodities Trader

An agricultural commodities trader performs all functions directly related to trading cash/physical commodities, purchasing, sales, logistics, and account management. They conduct extensive vendor and customer communication and export and import full container loads of various products. They identify market opportunities and facilitate implementation into corporate origination and trading strategy, and analyze market trends to assist with inventory management.
Student Organizations

Business School Council
www.facebook.com/asuBSC?fref=ts

American Marketing Association (AMA)
facebook.com/AMAatASU

Sigma Alpha Pi: The National Society of Leadership & Success
societyleadership.org

Professional Organizations and Publications

National Agri-Marketing Association (NAMA)
nama.org
In today’s competitive agri-marketing environment, it’s more important than ever to connect with those in the industry for ideas, information, and advancement. NAMA is the nation’s largest professional association for professionals in marketing and agribusiness.

Agricultural and Applied Economics Association (AAEA)
aaea.org
AAEA’s mission is to enhance the skills, knowledge, and professional contributions of economists who help society solve issues in agricultural, development, environmental, food and consumer, natural resource, regional, rural, and associated applied economics and business.

United States Department of Agriculture (USDA)
usda.gov
USDA provides leadership on food, agriculture, natural resources, and related issues based on sound public policy, the best available science, and efficient management. The vision of the USDA is to be recognized as a dynamic organization that is able to efficiently provide the integrated program delivery needed to lead a rapidly evolving food and agriculture system.

American Association for Agricultural Education (AAAE)
aaaeonline.org
AAAE is dedicated to studying, applying, and promoting the teaching and learning processes in agriculture.

Who can you talk to?

Tempe Campus
480-965-4154
To schedule an appointment:
wpcarey.asu.edu/sos

2 National Association of Colleges and Employers, Spring Salary Survey
3 Indeed.com