

Bachelor of Agribusiness and Food Marketing



Year 1


Semester 1	ECON 113 Economies and Markets	MGMT 106 Global Food Systems	COMM 112 Financial Information for Business	Elective
Semester 2	MKTG 115 Principles of Marketing	COMM 111 Introductory Statistics	FOOD 101 Food Quality and Consumer Acceptance	Elective


Year 2

Semester 1	FOOD 201 Processing Food for Consumers	MKTG 210 Logistics Management	FOOD 202 Food Safety & Microbiology or MGMT 223 The Food Regulatory Environment	Elective
Semester 2	MGMT 222 The Agribusiness Environment	MKTG 205 Consumer Behaviour and Well-being (pre-requisite for MKTG 301)	Elective	Elective

Year 3

Semester 1	MKTG 301 Marketing Analytics and Research	MKTG 323 Supply Chain Management	FOOD 301 Food Product Innovation and Quality	Elective
Semester 2	MGMT 341 Food Industry Case Studies	MGMT 340 Agribusiness Strategic Management	MKTG 308 Marketing of New Zealand Products and Services	Elective

 = Compulsory Course

 = Recommended Course

 = Elective

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Summary of regulations for students beginning this degree in 2018:

(Unless noted otherwise, each course is 15 credits)

- At least 360 credits (24 courses)
- All the compulsory courses
- Either FOOD 202*, or MGMT 223 (*BIOS 110 is a prerequisite for FOOD 202)
- No more than 165 credits (11 courses) at the 100-level
- At least 75 credits (5 courses) at the 300-level
- Complete practical work.

Prerequisites

To enrol in courses at the 200 level or above, you may need to have completed specific courses at the 100 level. When planning your degree, make sure you are including these lower level courses so that you have the right preparation for the more advanced courses.

You can check the prerequisites for each course on our website: www.lincoln.ac.nz/study/courses.

Practical work

This degree includes a compulsory 18-week practical work component. For more details, see the Lincoln University website, or contact our Practical Work Coordinator.

Barbara Nicholson
E: practicalwork@lincoln.ac.nz
P: +64 3 423 0061

First Year Students

Enrol in your compulsory First Year courses then discuss electives with your Course Advisor during Semester 1.

Suitable electives may be:

Semester 1:

PSYC 101 - Introduction to Psychology
MAST 104 - Te Tiriti O Waitangi (The Treaty of Waitangi)

Semester 2:

PSYC 102 - Introduction to Social Psychology
RECN 111 - Professional Studies in Sport and Recreation Management

Course Advisor

For advice selecting your electives, and planning your degree, please contact your Course Advisor:



Course Advisor

Nic Lees

E: nic.lees@lincoln.ac.nz

P: +64 3 423 0275

