

Bachelor of Agribusiness and Food Marketing (BAFM)

FIRST YEAR

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|-------------------|--|--|---|--|
| Semester 1 | LINC 101 Land, People and Economies 1 | COMM 113 Economies and Markets 4 | MGMT 106 Global Food Systems 6 | COMM 112 Financial Information for Business 7 |
| Semester 2 | FOOD 101 Food Quality and Consumer Acceptance 4 | COMM 114 Introduction to Commercial Law 7 | Elective 100-level | Elective |

SECOND YEAR

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|-------------------|---|--|--|---|
| Semester 1 | FOOD 201 Processing Food for Consumers 2 | COMM 110 The Global Business Environment 3 | COMM 202 Managing Value 6 | MKTG 210 Logistics Management 7 |
| Semester 2 | LINC 201 Sustainable Futures 1 | COMM 111 Transforming Data into Information 3 | MGMT 222 The Agribusiness Environment 7 | Elective (Recommended MKTG 205 Consumer Behaviour and Wellbeing) (6) |

THIRD YEAR

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|-------------------|--|--|--|---|
| Semester 1 | MKTG 301 Marketing Analytics and Research 2 | FOOD 202 Food Safety and Microbiology or MGMT 223 The Food Regulatory Environment 3 | FOOD 301 Food Product Innovation and Quality 4 | MKTG 323 Supply Chain Management 6 |
| Semester 2 | MGMT 341 Food Industry Case Studies 1 | MGMT 340 Agribusiness Strategic Management 2 | MKTG 308 Marketing of New Zealand Products and Services 3 | Elective |

= compulsory course

Summary of regulations:

(Unless noted otherwise, each course is 15 credits)

- At least 360 credits (24 courses)
- All the compulsory courses
- No more than 165 credits (11 courses) at the 100-level
- At least 75 credits (five courses) at the 300-level
- Complete practical work.

First Year Students

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

Suitable electives may be:

| Course | Semester | Block |
|----------|----------|-------|
| MKTG 102 | 2 | 2 |
| WINE 101 | 2 | 2 |
| PSYC 102 | 2 | 5 |
| VAPM 101 | 2 | 5 |
| RECN 111 | 2 | 6 |



Practical work

This degree includes a compulsory 18-week practical work component. For more details, see the Lincoln University website.



Nic Lees

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