AGRIBUSINESS

The first semester of Agribusiness deals with general principles of marketing and advertising in the agriculture industry.  The class also has a large focus on the marketing of Centura FFA Fruit Sales.

Semester two deals in personal finance.

This course is open to senior FFA members only.

**Unit 1: Basic Economics**

 **-Compare the 3 economic systems and relate their pros and cons**

 **-Explain Supply and Demand**

 **-Identify the key concepts of American economics**

 **-Explain economics in agriculture**

**Unit 2: Fruit Sales**

 **-Design and create all materials relating to FFA Fruit Sales**

 **-Calculate all totals from members**

 **-Identify popular trends in fruit sales based on data**

**Unit 3: Employment Skills**

 **-Create a useful and current resume**

 **-Identify common interview skills to know and use**

 **-Research requirements for today’s jobs**

**Unit 4: Personal Finance**

 **-Understand the importance of financial independence**

 **-List the services provided by most banking institutions**

 **-Identify the main types of insurance and their needs**