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**