Bachelor of Agribusiness
Agribusiness Marketing

Course Code: 303450

The agriculture industry is heading for an exciting future. As issues such as climate change, renewable energy and the global food shortage are brought to our attention, and the awareness of governments worldwide, the need for skilled graduates to solve these complex issues is vital.

Course Description
Agribusiness is the term given to systems associated with agricultural production and related services. It includes all activities involved in the production, processing, marketing and distribution of food and fibre products.

The Agribusiness Marketing degree at Curtin is a combination of business and science units that relate to the agricultural industry. Students are provided with grounding in technical areas, such as crop and pasture production, soils, and animal science and production, whilst the focus of the degree is on agriculture and how it operates within a business environment.

Students study units in management, marketing, economics, finance, business planning and international business and marketing.

Career Opportunities
Employment for Agribusiness Marketing graduates includes management level positions in a variety of private and public sector organisations within Australia and overseas. Graduates take on challenging positions in exciting and diverse areas such as agribusiness management, export marketing, rural finance, consulting, agronomy, livestock and research and development.

agrienvi.curtin.edu.au
All about: Agribusiness Marketing

Entry Requirements
TER 2008 – 74.40
Mature Age – STAT, elements E, V or Q.
Agribusiness Enabling Course
WACAO – At least 4 As, nothing lower than a B.
TAFE – Completion of an accredited diploma, advanced diploma or associate diploma.

Duration
3 years full-time or equivalent part-time.

Location
Bentley and Northam.

Real World Practice
In the final year of the degree students spend 12 weeks undertaking professional practice. They develop their management skills whilst working in an agribusiness organisation anywhere in Australia or overseas. This hands-on placement provides students with essential experience that ensures they are job ready upon graduation.

Throughout the degree students studying on the Northam Campus have the commercial farming property at their disposal. They literally learn in the field and can apply the knowledge learnt to real world scenarios.

Professional Recognition
Graduates may be eligible to apply for membership of the Australian Institute of Agricultural Science and Technology (AIAST).

Salary Trends
The average maximum wage in the Agribusiness/Agriculture industry is $104,000, with the average industry wage being $57,608.

Why Choose Muresk?
Muresk Institute graduates have earned a reputation within the agriculture and food industries as being hard working, highly knowledgeable and innovative. They have both excellent practical skills and a solid theoretical base. In fact, graduates are so keenly sought by employers that many students secure jobs well before they graduate. Plus, the integrated approach of presenting agriculture to students in a business context means that our graduates are able to choose from an extremely diverse range of careers.

Double Degrees
BAg (Agribusiness Marketing) and BSc (Food Science and Technology).
BAg (Agribusiness Marketing) and BSc (Sustainable Aquaculture).

Graduate Profile
Katie Bashford
Customer Account Manager, CBH
After living in Perth since I was quite young, Muresk appealed to me because I really wanted to get out of the city and I loved agriculture. I wasn’t quite sure exactly what form of agriculture I wanted to be involved in but Muresk had such a broad degree that it really allowed me to keep my options open. I also play polo croce and had a horse, so it was a bonus that I could take my horse with me.

The degree at Muresk set graduates up beautifully for very successful careers in an extremely broad range of professions. I am yet to hear of another degree that has so many possible career paths upon graduation.

One of my best achievements was winning the Grain Pool Scholarship at Muresk, which enabled me to do my Professional Practice with the Grain Pool. As soon as I completed my studies I was working full time for the Grain Pool as a Contracts Administrator.

After two years I was promoted to a Regional Manager role firstly in Northam and then in Albany. After three years of rewarding work as a Regional Manager I was keen for a new challenge. I returned to Perth in January 2007 as a Customer Account Manager for CBH.

This is a completely different side of the CBH Group business and so far has proved to be very challenging. Once again with such a broad degree I was able to completely alter my career path into a broad new direction.

International Students
International Students studying in Australia on a student visa can only study full-time and there are also specific entry requirements that must be met. Please refer to www.international.curtin.edu.au or phone +61 8 9266 7331 for further information, as some information contained in this booklet may not be applicable to international students. Australian citizens and permanent residents and international students studying outside Australia may have the choice of full-time, part-time and external study. Information about TISC only applies to Australian residents.

For more, contact:

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CurtInnovation
Curtin applies to be a leading edge university of technology. To fully this vision, we strive to be innovative and forward-thinking in everything we do. It’s in our approach to teaching and learning. It’s in our research. It’s in our staff. It’s in our students. It’s in our graduates. It’s in the way we think and act. It’s what we call CurtInnovation.