



# Agribusiness Marketing and Management

Allrounder in Marketing and Agriculture

Prof. Dr. Martina Otten

April 2020

# Bachelor degree programme Agribusiness Marketing and Management

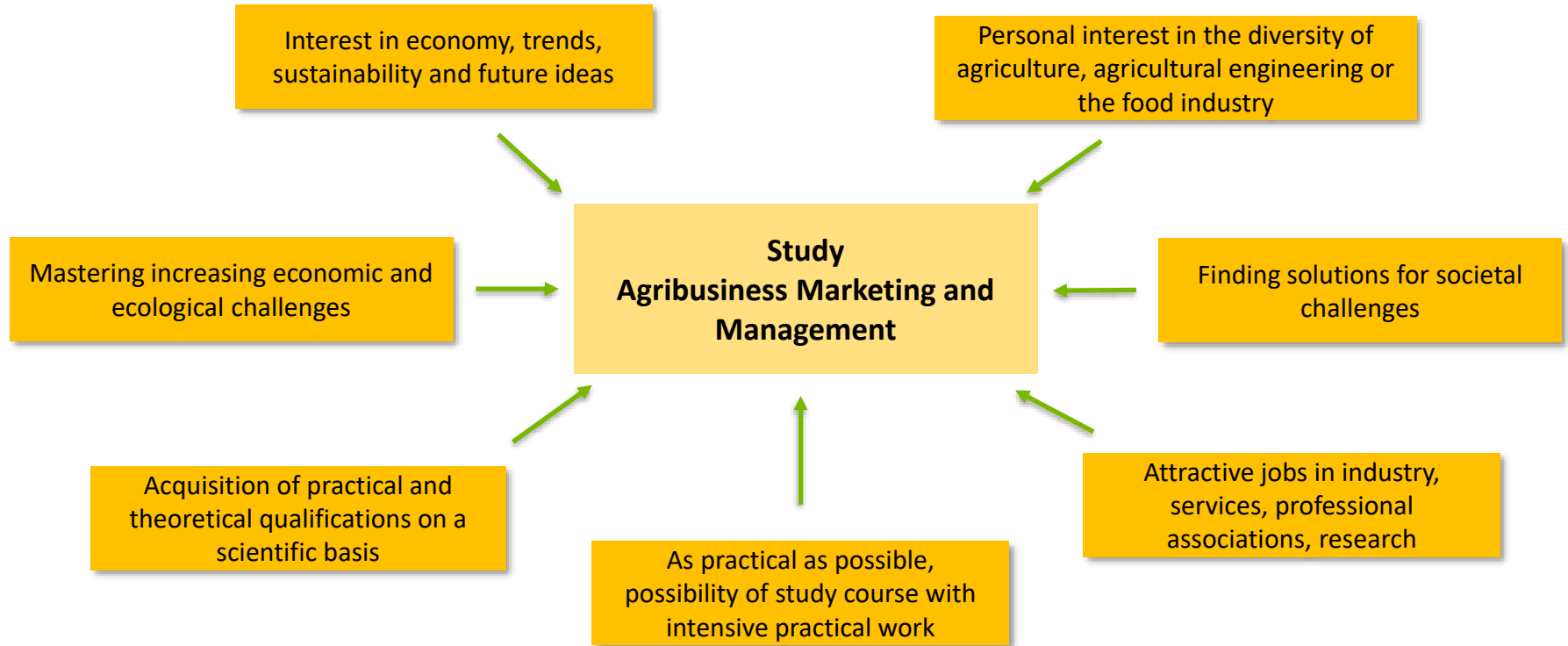


## Contact Person

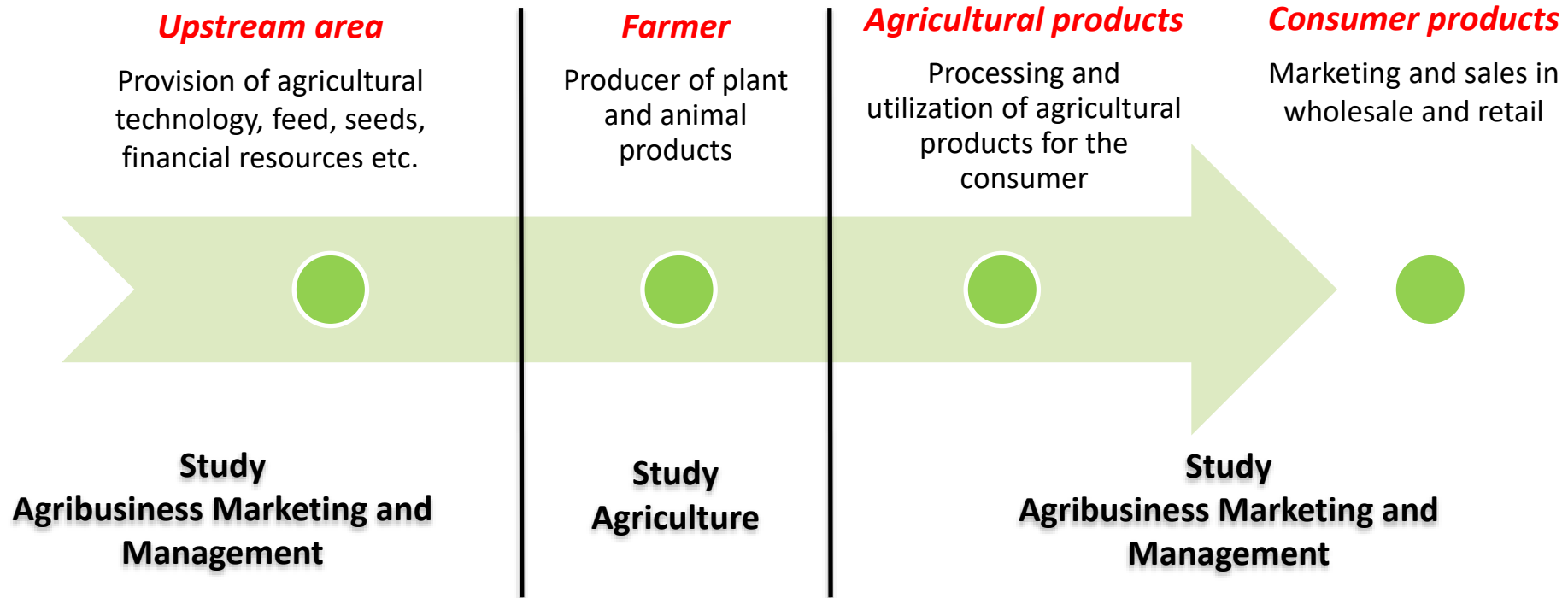
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# Studying Agribusiness Marketing and Management – why me?



# Difference between Agribusiness Marketing & Agriculture



# Example: Cow



**Farmer = Producer**  
**Feeding -> Milk, Meat**

Study of agriculture includes production with all economic, ecological and production units

## **Milk:**

### **a) Milk purchasers:**

Fat content, protein content  
silage feeding, quality, organic,  
price, quantity, competition

### **b) Dairy Marketing / Sales:**

Product offerings, yogurt, butter,  
cheese, snacks, consumer trends,  
packaging, markets, vegan  
alternatives, competition

### **c) Retail:**

product placement, price,  
customer, advertisement,  
marketing, food trends, organic  
food

### **d) Politics:**

Trade structures, EU policy,  
subsidies, agricultural guidelines

Our course of studies includes business administration, market research, marketing concepts and agricultural knowledge about production with all economic, ecological and producing units

# Example: Cow – Farmer needs support:

**a) Agricultural engineering – producer/trade marketing/sales:**

Tractors, harvesting technology, milking technology, digitalisation etc.

**b) Plant protection, fertilizer & feed – producer/trade marketing/sales/authorisation/consulting:**

Product offers, prices, competition, regulations etc.

**c) Operational management/taxes**

Consulting

**d) Funding/insurance**

Consulting, planning, service provider

**e) Stable construction – consulting/planning/funding**

Project management

**f) Associations/politics**



**Our graduates are in  
demand in many industries**

# One degree programme – many career opportunities

Tanja E.  
Technical Advisor  
Naturland e.V.

Andreas V.  
Forecast Analyst  
John Deere

Felix O.  
Global Sourcing  
fruitservice

Alfons J.  
Meat Purchase  
Vion GmbH

Eva S.  
Product Manager  
Bayr. Milch Ind.

Ulrich L.  
Project Manager  
Hörmann GmbH

Franziska E.  
Agricultural Specialist  
Agr. Accounting Service

Martin S.  
Politician, MP  
Bavar. Parliament

Sebastian D.  
Tax Consultant  
Self-employed

Christian W.  
Managing Director  
Ökoring Handels  
GmbH

Lena F.  
Product Manager  
Horsch Leeb GmbH

Denise L.  
Regional  
Marketing  
Alp - Bayern

Margit H.  
Entrepreneur  
Bio-Obstgut

Stefan D.  
Head of Publishing  
Division Technology  
DLV Verlag

Ferdinand V.  
Head of Marketing  
FRITZ Mühlen  
Biobäckerei

Johannes Z.  
Trade/Sales  
BayWA

Thomas B.  
Sales  
Bayer Crop  
Science

Fabian O.  
Head of  
Marketing/Sales  
Lemmer – Fullwood

Ludwina P.  
Marketing  
Bayern Genetik

Sabine D.  
Head of Marketing  
Sano  
Tierernährung

Cathrin B.  
Project Manager  
Maschinenringe  
Deutschland GmbH

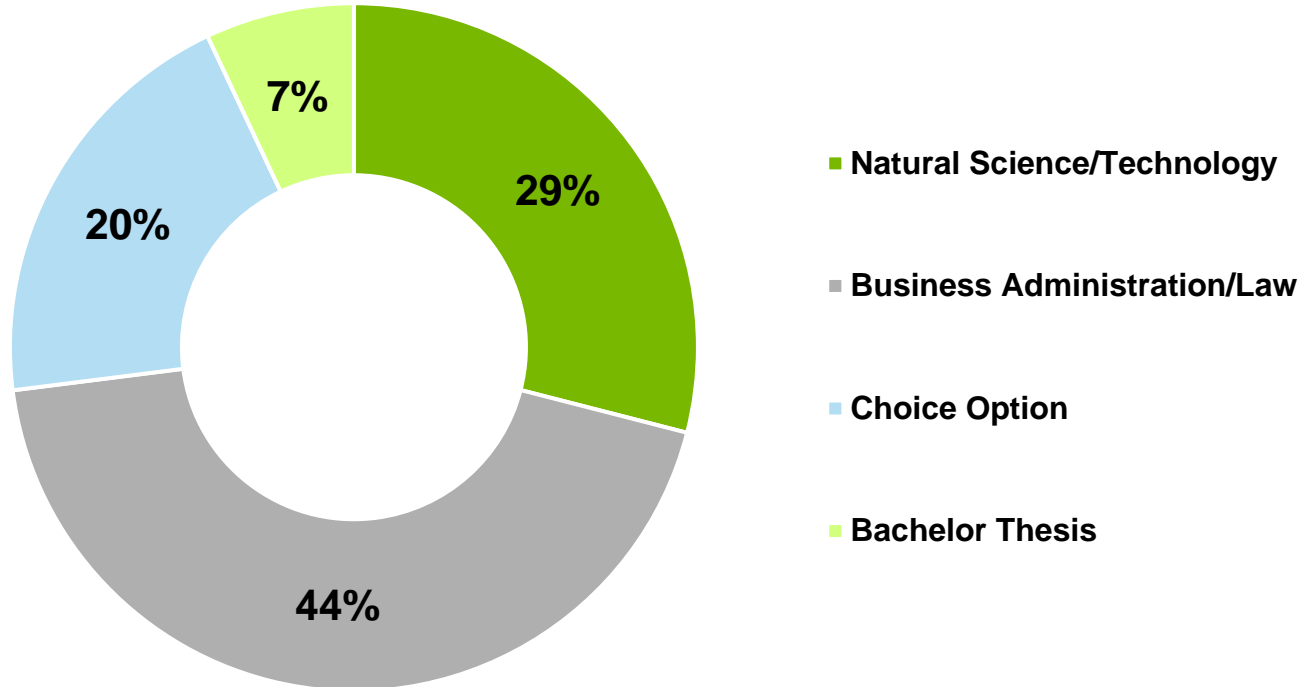


# Structure of the study programme

SEM.	Structure and Contents
1. – 2.	Economic, scientific and production engineering basics, data processing, business English and presentation, elective modules, e.g. languages, business ethics, intercultural training
3. – 4.	Marketing, market research, market theory, accounting, process and plant engineering, agricultural economics, IT, in-depth knowledge and practical application in the production of plant and animal products, elective modules, e.g. controlling, logistics, advertising, international marketing (engl)., environmental law, organic farming, renewable raw materials, special topics in agricultural engineering, CAD; choice of focus: agribusiness or agricultural engineering
5.	Commercial (17 weeks) and agricultural (6 weeks) internship
6. – 7.	Consolidation and practical application in business administration, marketing and market economy; business management, quality management, consumer protection, human resources management and in the area of the chosen focus seminars, projects, excursions <b>Bachelor thesis</b>
<b>Degree</b> Bachelor of Engineering (B. Eng.)	



# Study contents according to subject areas Agribusiness Marketing and Management



# Specialisation through options

- 4th semester: **choice of focus**
  - *Agribusiness* or
  - *Agricultural Engineering*
- Freely selectable **election modules** such as:
  - Project management
  - Agricultural construction
  - Intercultural training
  - Personality development
  - Languages
  - Social Media
- **Excursions of several days** in semester 3 and 6



# Examples of projects in the study programme

- **Export opportunities for baby food to Asia**  
(Order by company Töpfer GmbH)
- **Marketing concept for cheese from Allgäu g.U.**  
(Order by company Herz GmbH)
- **Market analysis und marketing concept for innovative business models in the area of precision farming** (Order by company John Deere GmbH & Co. KG)
- **International markets for gluten-free organic bread**  
(Order by Fritz Bio-Bäckerei GmbH)



# Course offerings „Study course with intensive practical work“

12 months practice

+ 1,5 months agricultural practice

+ Bachelor thesis in a company

More information in personal conversation

BACHELOR'S DEGREE COURSE	1 <sup>st</sup> semester* 01.10. – 14.02.	APPLICATION AT COMPANY DURING THE 1 <sup>ST</sup> SEMESTER
	1 month practical	
	2 <sup>nd</sup> semester 15.03. – 31.07.	
	2 month practical	
	3 <sup>rd</sup> semester 01.10. – 14.02.	
	1 month practical	
	4 <sup>th</sup> semester 15.03. – 31.07.	
	5 <sup>th</sup> semester = practical semester 01.08. – 14.03. 7,5 month practical incl. 1.5 months of agricultural practice	
	6 <sup>th</sup> semester 15.03. – 31.07.	
	2 month practical	
ACADEMIC QUALIFICATION: BACHELOR'S DEGREE	7 <sup>th</sup> semester 01.10. – 14.03.	BACHELOR'S THESIS IN COMPANY

# Why study agricultural marketing at HSWT?

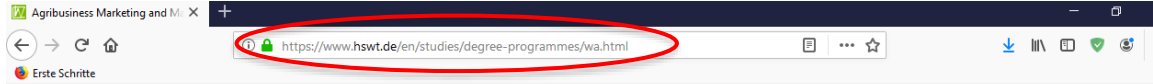
- Because you can find exactly the job that suits you
- Because you will be trained practically
- Because a motivated team of lecturers awaits you
- Because you simply want to find joy and fun with your fellow students in a familiar environment
- Because 95 % of the students and graduates would study exactly this course of study with us again



Quote Veronika S.:

***Unique! The best mix of marketing and agriculture. I would study it again and again!***

# Where do I find more information?



## AGRIBUSINESS MARKETING AND MANAGEMENT

### [Translate to en:] Kurzprofil

#### Academic qualification

Bachelor

#### Duration of studies

7 semesters

#### Language of instruction

German (proof of proficiency is required)

#### Location

Weihenstephan

#### Programme start date

Winter semester

#### Admission restrictions

No

#### Course content

This B. Eng. programme in agribusiness marketing and management combines science with economics and business administration. The programme is practice-based and covers a full range of fields in economics and business administration and production engineering, including computer applications. It deals with issues and problems in businesses that supply agricultural producers or process their products. These include, among others, the fertiliser, feedstuffs, and crop protection industries and companies trading in these products, agricultural engineering firms, the food processing industry, and food wholesale and retail.

The programme offers a good balance of theoretical and practical content. The practical training semester in particular gives you the opportunity to gain applied experience in agriculture and commerce.

About two-thirds of the modules you study are in the fields of marketing and management, and about one third in the field of production engineering. You can choose from a broad range of electives to specialise in either economics and business administration or in production engineering. You can further specialise, and extend your skills and expertise accordingly, by selecting the specialisms of agribusiness or agricultural engineering.

For further information, go to the menu above and click on [Profile](#) and [Modules](#).

APPLY HERE!

#### Accreditation



#### Department

Hochschule Weihenstephan-Triesdorf  
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85354 Freising

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#### Programme Director

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#### Degree Programme Assistant

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# Agribusiness Marketing and Management

Strongly recommended!

We are looking forward to you!  
*Prof. Dr. Martina Otten*

*Applied Sciences  
for Life*