

Agricultural Marketing and Sales

Core Knowledge Areas and Knowledge Requirements for Professional Practice in the Practice Area.

To qualify for the *Agricultural Marketing and Sales* practice area, a minimum three of four Core Knowledge Areas (CKAs) must be met (AIA CC Policy #21-001). Each knowledge requirement must consist of at least 3-credit equivalent of learning. A regulated member's scope of practice is restricted to those CKAs for which the member qualifies.

Core Knowledge Area	Required Subject Matter Areas (Knowledge Requirements)
<i>Communications</i>	<ul style="list-style-type: none"> • Introductory Communications
<i>General Agriculture*</i>	<p>At least two of the following:*</p> <ul style="list-style-type: none"> • Introductory Crop Science • Introductory Animal Science • Introductory Horticulture • Introductory Agroforestry • Industrial Vegetation Management • Agricultural Machinery • Land Management Technologies
<i>Marketing Fundamentals</i>	<ul style="list-style-type: none"> • Introductory Marketing
<i>Economics</i>	<ul style="list-style-type: none"> • Introductory Agricultural Economics
<p><i>* At least two of the seven required subject matter areas that corresponds with the marketing and sales focus of the member in either crops, livestock, horticulture, agroforestry, industrial vegetation management, agricultural machinery or land management technologies.</i></p> <p><i>Knowledge of a subject matter area may be based on an individual course or be part of multiple courses. For example, knowledge in crop science may be obtained via a crop science course or through portions of other courses such as introductory plant science, crop physiology, or crop specific courses.</i></p>	