

Department of Horticulture
2003-2004 Catalog Year

HORTICULTURE MERCHANDISING CURRICULUM CHECKSHEET

for students interested in Horticultural Marketing and Sales

Section I: General Education University Core Requirements

A. Mathematics (3 hours)

- MATH 1203 (College Algebra)
- MATH 2043 (Survey of Calculus)
- MATH 2053 (Finite Mathematics)

B. History or Government (3 hours)

- HIST 2003 (History of American People to 1877)
- HIST 2013 (History of American People 1877- Present)
- PLSC 2003 (American National Government)

C. Fine Arts and Humanities (6 hours)

Choose 3 hours from 2 separate categories:²

- LARC 1003 (Landscape Architecture)
- ARCH 1003 (Architecture Lecture)
- ARHS 1003 (Art Lecture)
- ARTS 1003 (Art Studio)
- COMM 1003 (Film Lecture)
- DANC 1003 (Basic Movement and Dance)
- DRAM 2003 (Theater Lecture)
- HUMN 1003 (Introduction to the Arts and Aesthetics)
- MLIT 1003 (Music Literature)
- OR
- PHIL 2003 (Introduction to Philosophy)
- PHIL 2103 (Introduction to Ethics)
- PHIL 2203 (Logic)
- PHIL 3103 (Ethics and Professions)
- OR
- CLST 1003 (Intro to Classical Studies/Greece)
- CLST 1013 (Intro to Classical Studies/Rome)
- ENGL 2113 (English Literature to 1798)
- ENGL 2123 (English Literature 1798 to present)
- HUMN 1114H (Honors Roots of Cultures to 500 CE)
- HUMN 1124H (Honors Equilibrium of Culture 500 to 1600)
- WLIT 1113 (World Literature I)
- WLIT 1123 (World Literature II)
- OR
- HUMN 2003 (Intro to Gender Studies)
- Foreign Language 2003 or higher (Spanish Recommended)

D: Social Sciences (6 hours)²

- AGECE 1103 (Principles of Agri. Microeconomics)
- AGECE 2103 (Principles of Agri. Macroeconomics)
- ANTH 1023 (Intro to Cultural Anthropology)
- ECON 2013 (Principles of Macroeconomics)
- ECON 2023 (Principles of Microeconomics)
- ECON 2143 (Basic Economics-Theory/Practice)
- GEOG 1123 (Human Geography)
- GEOG 2023 (Economic Geography)
- GEOG 2103 (Emerging Nations)
- GEOG 2203 (Developed Nations)
- HESC 1403 (Life Span Development)
- HESC 2413 (Family Relations)
- HIST 1113H (Honors World Civilization I)
- HIST 1123H (Honors World Civilization II)
- HIST 2003 (History American People to 1877)
- HIST 2013 (History American People 1877 to Present)
- PLSC 2003 (American National Government)
- PLSC 2013 (Introduction to Comparative Politics)
- PLSC 2203 (State and Local Government)
- PSYC 2003 (General Psychology)
- RSOC 2603 (Rural Sociology)
- SOCI 2013 (General Sociology)
- WCIV 1003 (Western Civilization I)
- WCIV 1013 (Western Civilization II)

Section II: Department and College Requirements

A: Communication, Interpersonal Skills and Leadership Development

1. English Composition (6-9 hours)²

- ENGL 1013 (English Composition)
- ENGL 1023 (English Composition II)
- ENGL 2003 (Advanced Composition)¹

¹If exempt by virtue of performance may use these credits as general electives

2. Communications (6 hours)²

- COMM 1313 (Fundamentals of Communication)
- AND

Choose 3 hours from the following area:

- AGED 3142 (Agri. Communications)
- AGED 3141 (Agri. Communications Lab)
- CSES 3023 (Agronomy Colloquium)
- COMM 2303 (Public Speaking)
- ENGL 3053 (Technical and Report Writing)
- JOUR 1023 (Media and Society)
- JOUR 3123 (Feature Writing)
- JOUR 3723 (Advertising Principles)
- COMM 2323 (Interpersonal Communication)
- Foreign Language 2003 or higher (Spanish Recommended)

3. Interpersonal Skills and Leadership Development (3 hours)

- AGED 3142 (Agri. Communications) and
- AGED 3141L (Agri. Communications Lab)
- COMM 2323 (Interpersonal Communication)
- COMM 2351 (Parliamentary Procedure)
- COMM 3303 (Small-Group Communication)
- COMM 3703 (Organizational Communication)

B. General Sciences

1. Botany and Plant Sciences (12 hours)²

- BIOL 1543 (Principles of Biology) and
- BIOL 1541L (Principles of Biology Lab) and
- BOTY 1613 (Plant Biology) and
- BOTY 1611L (Plant Biology Lab) and
- BOTY 4304 (Plant Physiology) and
- BOTY 4300L (Plant Physiology Lab)

2. Chemistry (5-8 hours)^x

- CHEM 1074 (Fundamentals of Chemistry I) and
- CHEM 1071L (Fundamentals of Chemistry I Lab) and
- CHEM 1010D (Fundamentals of Chemistry I Drill)
- OR
- CHEM 1103 (University Chemistry I) and
- CHEM 1101L (University Chemistry I Lab) and
- CHEM 1100D (University Chemistry I Drill) and
- CHEM 1123 (University Chemistry II) and
- CHEM 1121L (University Chemistry II Lab) and
- CHEM 1120D (University Chemistry II Drill)

3. Physics and Genetics (3-4 hours)²

- PHYS 1023 (Physics and Human Affairs) and
- PHYS 1021L (Physics & Human Affairs Lab)
- PHYS 2013 (College Physics I) and
- PHYS 2011L (College Physics I Lab)
- PHYS 2054 (University Physics I)
- PHYS 2050L (University Physics I Lab)
- PHYS 1054 (Physics for Architects II) and
- PHYS 1050L (Physics for Architects II Lab)
- BIOL 3323 (General Genetics) and
- BIOL 3321 (General Genetics Lab)
- ANSC 3123 (Principles of Genetics)

4. Environmental Science, Ecology and Geology (3-4 hrs)

- ENSC 1003 (Environmental Science)
- BIOL 3863 (General Ecology) and
- BIOL 3861L (General Ecology Lab)
- GEOL 1113 (General Geology) and
- GEOL 1111L (General Geology Lab)
- GEOL 1133 (Environmental Geology) and
- GEOL 1131L (Environmental Geology Lab)

C. Economics and Business (6 hours)

Choose 3 hours from each of the 2 categories:

- ___ ECON 2013 (Principles of Macroeconomics)
- ___ ECON 2023 (Principles of Microeconomics)
- ___ ECON 2143 (Basic Economic Theory/Practice)
- ___ AGE 1103 (Principles of Agri. Microeconomics)
- ___ AGE 2103 (Principles of Agri. Macro Economics)
- ___ AND
- ___ ECON 2013 (Principles of Macroeconomics)
- ___ ECON 2023 (Principles of Microeconomics)
- ___ ECON 2143 (Basic Economic Theory)
- ___ AGE 1103 (Principles of Agri. Microeconomics)
- ___ AGE 2103 (Principles of Agri. Macroeconomics)
- ___ AGE 2303 (Introduction to Agribusiness)
- ___ AGE 3303 (Food and Agricultural Marketing)
- ___ AGE 3403 (Farm Business Management)
- ___ MGMT 1033 (Introduction to Business)
- ___ MGMT 3563 (Mgmt. Concepts & Organization Behavior)
- ___ ACCT 2013 (Introduction to Accounting Information I)
- ___ ACCT 2023 (Introduction to Accounting Information II)
- ___ MKTT 3433 (Principles of Marketing)
- ___ BLAW 2013 (Legal Environment of Business)
- ___ Any other AGE 1103 or Walton College of Business Course

D. Agricultural Science (7 hours)^Y

- ___ CSES 2203 (Soil Science) and
- ___ CSES 2201L (Soil Science Lab) and
- ___ CSES 2200D (Soil Science Drill)
- ___ AND

Choose 3 hours from the following area:

- ___ CSES 2003 (Introduction to Weed Science) and
- ___ CSES 2000L (Intro. to Weed Science Lab) or
- ___ ENTO 3013 (Intro. to Entomology) and
- ___ ENTO 3010 (Intro. to Entomology Lab) or
- ___ PLPA 3004 (Principles of Plant Pathology) and
- ___ PLPA 3000L (Principles of Plant Pathology Lab)

E. Horticultural Science (18 hours)

- ___ AFLS 1011 (Freshman Orientation)
- ___ CHEM 2613 (Organic Physiological Chemistry) and
- ___ CHEM 2611L (Organic Physiological Chemistry Lab)
- ___ CHEM 2610D (Organic Physiological Chemistry Drill)
- ___ HORT 2003 (Principles of Horticulture) and
- ___ HORT 2000L (Principles of Horticulture Lab)
- ___ HORT 4403 (Plant Propagation) and
- ___ HORT 4400L (Plant Propagation Lab)
- ___ HORT 3901 (Horticulture Career Development)
- ___ HORT 462V, 463V, 464V, 465V (Internship)
- ___ (Minimum 3 hr. internship)
- ___ AND

Choose 3 hours from the following area:

- ___ HORT 3103 (Woody Landscape Plants) and
- ___ HORT 3100L (Woody Landscape Plant Lab) or
- ___ HORT 3113 (Herbaceous and Indoor Plants) and
- ___ HORT 3110L (Herbaceous and Indoor Plants Lab) or
- ___ HORT 3133 (Advanced Woody Landscape Plants) and
- ___ HORT 3130L (Adv. Woody Landscape Plants Lab)

Section III: Horticulture Merchandising Concentration

A. Horticulture Management and Production Block (12 hours)

- ___ HORT 2303 (Introduction to Turfgrass Management)
- ___ HORT 4033 (Prof. Landscape Install and Construction)
- ___ HORT 3403 (Turfgrass Management) and
- ___ HORT 3400L (Turfgrass Management Lab)
- ___ HORT 3303 (Vegetable Crops)
- ___ HORT 4103 (Fruit Production Science) and
- ___ HORT 4100L (Fruit Production Science Lab)
- ___ HORT 4803 (Floriculture) and
- ___ HORT 4801L (Floriculture Lab)
- ___ HORT 4503 (Nursery Management) and
- ___ HORT 4500L (Nursery Management Lab)
- ___ HORT 4703 (Greenhouse Management) and
- ___ HORT 4701L (Greenhouse Management Lab)

B. Agriculture Science and Science Block (3-4 hours)

- ___ ANSC 3123 (Principles of Genetics)
- ___ CSES 2003 (Introduction to Weed Science) and
- ___ CSES 2000L (Introduction to Weed Science Lab)
- ___ ENTO 3013 (Introduction to Entomology) and
- ___ ENTO 3010L (Introduction to Entomology Lab)
- ___ PLPA 3004 (Principles of Plant Pathology) and
- ___ PLPA 3000L (Principles of Plant Pathology Lab)

- ___ AGME 3153 (Surveying in Agriculture and Forestry)
- ___ AGME 4973 (Irrigation) and
- ___ AGME 4970L (Irrigation Lab)
- ___ AGME 4983 (Agricultural Meteorology)
- ___ AGME 3102 (Small Power Units/Turf Equipment) and
- ___ AGME 3101L (Small Power Units/Turf Equipment Lab)
- ___ BOTY 4104 (Taxonomy of Flowering Plants) and
- ___ BOTY 4100L (Taxonomy of Flowering Plants Lab)
- ___ CHEM 2613 (Organic Physiology Chemistry I) and
- ___ CHEM 2611L (Organic Physiology Chemistry I Lab) and
- ___ CHEM 2610D (Organic Physiology Chemistry I Drill)
- ___ PHYS 2013 (College Physics I) and
- ___ PHYS 2011L (College Physics I Lab) and
- ___ PHYS 2010D (College Physics I Drill)
- ___ PHYS 2054 (University Physics I) and
- ___ PHYS 2050L (University Physics I Lab) and
- ___ PHYS 2050D (University Physics I Drill)
- ___ BIOL 3323 (General Genetics) and
- ___ BIOL 3321L (General Genetics Lab)

C. Business Block (6 hours)

- ___ AGE 2303 (Introduction to Agri. Business)
- ___ AGE 3403 (Farm Business Management)
- ___ AGE 3303 (Food and Agricultural Marketing)
- ___ AGE 3413 (Principles of Environmental Economics)
- ___ MGMT 3563 (Management Concepts and Organizational Behavior)
- ___ FINN 3043 (Principles of Finance)
- ___ FINN 3623 (Risk Management)
- ___ BLAW 2013 (Legal Environment of Business)
- ___ ACCT 2013 (Introduction to Accounting Information)
- ___ MKTT 3433 (Principles of Marketing)
- ___ MKTT 3533 (Promotional Strategy)
- ___ MKTT 4033 (Selling and Sales Management)
- ___ MKTT 4553 (Consumer Behavior)
- ___ MKTT 4933 (Retail Marketing Strategy)
- ___ MKTT 4943 (Retail Buying and Merchandise Control)
- ___ JOUR 3723 (Advertising Principles)
- ___ ISYS 2232 (Business Information Systems)
- ___ ISYS 3603 (Production and Operations Management)
- ___ TLOG 3613 (Business Logistics)
- ___ TLOG 3623 (Purchasing and Inventory Systems)
- ___ Or other approved business course

C. Elective Courses in addition to requirements to equal 124 hours:

Students may use free electives for any courses of interest. However, students are advised to select from those courses listed under section III. Choose electives to insure that at least 39 hours of course work are at the 3000 level or higher. Free electives may also be used to complete the requirements for a minor.

^YSatisfies University Minimum Core Requirements.

^YSatisfies CAFLS Core Requirement. Students must complete a minimum of 9 hours in CAFLS outside of HORT. Students must complete COMM 1313 and 3 additional hours in a communication intensive course.

^YStudents who take CHEM 1103 must also complete CHEM 1123.

Students transferring to HORT with more than 24 credit hours of transfer credits are not required to enroll in AGED 1101.

Students must complete a minimum of 3 and maximum of 6 credit hours of an internship (HORT 462V, 463V, 464V, 465V) in horticulture. Students are eligible for enrollment in internship after completing a minimum of 45 credits towards the degree.

Certain classes appear in more than one section. However, they may only be used to satisfy a single requirement.

To graduate, at least 124 credits must be completed. At least 35 hours in the University Core, at least 30 hours in the Bumpers College of Agricultural, Food and Life Sciences and 9 hours within Bumpers College of Agricultural, Food and Life Sciences and outside of Horticulture. At least 39 credit hours must be at the 3000 level or higher. Students must achieve a minimum GPA of 2.0 with no more than 25% (31 hours) of the credits at a grade level of a D. There may be a maximum of 68 hours of lower division (2000 level or lower) transfer courses.

(Revised June 2003)