

Study Abroad in South Africa and Swaziland Teaches Market Research

By Victoria Salin

The first class to enroll in Agri-Tourism, Market Research, & Exploration: Study Abroad in South Africa and Swaziland, included Texas A&M Agribusiness students (MAB and undergraduate) and Marketing and Communication students from the University of Tampa. The instructors, Dr. Victoria Salin and Dr. Julie Pennington (from University of Tampa), aimed to give students the experiences and skills needed to participate in rigorous market research that recognizes the contexts of the consumers and the products or services being marketed. Students saw first-hand the challenges and opportunities that businesses face in marketing goods, services, and experiences that leverage the natural environment of Africa.

The market research skills included: how to write a good question for a responsive interview; practical experience in transcribing field notes, and coding of qualitative data using the latest software. Each student designed a research protocol and addressed the nuances of communicating with stakeholders across cultures. These techniques were applied in the setting of distinct cultures, from the urban township Soweto, to the conservation imperatives of the Swaziland Big Game Parks founders, to rural community women producing in their village, and project managers seeking profitable development with sugar cane.

The instructors' inquiry on students' cultural engagement, pre- and post-travel, was presented at the 2015 Symposium of the International Food and Agribusiness Management Association on June 15, 2015.



Processing marula kernels for cosmetics, rural Swaziland



Learning about apartheid story, markets and community, Soweto



Traditional Swazi meal in Lobamba



Cutest Zebra Ever! In Mlilwane



Making New Friends.



The Geo-Trail near Barberton, South Africa



Game Driving



Rock of Execution / A Bit of a Scramble

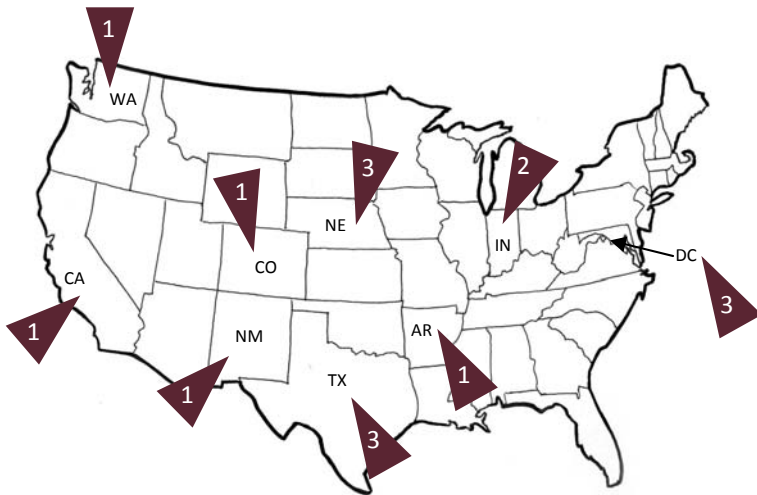


Sundowners

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2015 Summer Internships

Agribusiness students putting their knowledge to work.



At a Glance:

- 17 students on internship
 - 15 for credit
 - 2 non-credit
- Locations
 - 8 states in the USA
 - Washington, DC
 - 1 international

DC	Agricultural & Natural Resources Policy Internship Program (TAMU) The GIC Group
AR	Bunge North America
CA	Driscoll's
IN	Dow Agro Sciences Elanco Animal Health
CO	JBS USA
NE	JBS USA Monsanto
TX	Capital Farm Credit ING Capital LLC Petro China Int'l (America) Inc.
NM	Roswell Escrow Service
WA	Nelson Irrigation
EC	Pronaca



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AGRIBUSINESS
TEXAS A&M UNIVERSITY

Coming Up

- Aug. 26:** MAB New Student Orientation
- Aug. 31:** First day of classes, fall term
- Sept. 12** AGEC Tailgate
(TAMU vs. Ball State)
- Sept. 15** Applications open for Fall 2016
- Sept. 23-24:** Mays Business Career Fair
- Sept. 28-30:** Women in Agribusiness Summit
- Sept. 29:** COALS Ag Career Expo (ACE Day)
- Sept. 30-Oct. 2:** Oilseed & Grain Trade Summit
- Oct. 9-14:** Food Distribution Research Society
Conference, Philadelphia
- Oct. 31:** AGEC Tailgate
(TAMU vs. South Carolina)
- Dec. 18:** Graduation

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This summer, we are launching the official LinkedIn Group for Aggie MABs. We invite you to share news of your current employment and share job opportunities. In addition, it will serve as a forum for discussion on current issues in the world of agribusiness.

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