

ABSTRACT

Previous studies have been conducted on the awareness of Agriculturally related degree programs, however the distinct specification of the Awareness of Agribusiness Management Degree is an area which has not been much researched. This study investigates whether there is a wide awareness of the Agribusiness Degree offered at the University of the West Indies in the Sangre Grande area, what are people views of the Degree after being exposed to information about it and how willing these people are of pursuing or recommending the degree. Fifty participants were randomly selected and asked to complete questionnaires geared to gaining quantitative and qualitative information. A significantly low percentage of the participants were aware of the degree offered, however after receiving information about it a greater proportion decided that it was a useful degree and a most expressed and interest to either pursue it or recommend it to others. Limitations and recommendations for continued research have been addressed.