

ABSTRACT

The research project I am carrying out is on the topic of “the publics’ awareness of the Agribusiness Programme offered at the University of the West Indies.”

The study will show statistical information about how well known the programme is to students and the working class within Trinidad and Tobago and also their interest towards it and the general field of agriculture.

It was done by collecting primary data from randomly selected individuals using questionnaires based on the programme. The results concluded there was a lack of awareness of the programme and improving the advertising of the Agribusiness Degree was recommended.