

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

Faculty members are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Academic Affairs and Standards Council.

DEPT. FBMT

COURSE NUMBER: 2183

NUMBER OF CREDITS: 2

Lecture: 0 Lab: 0 OJT 0

Course Title:
Directed Study – Strategies in Farm Commodity Marketing

Catalog Description:
Directed study – strategies in farm commodity marketing is designed to plan marketing strategies necessary to achieve farm business. The student will implement a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

Prerequisites or Necessary Entry Skills/Knowledge:
None

FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

Goal 1: Communication: ____ by meeting the following competencies:

Goal 2: Critical Thinking: ____ by meeting the following competencies:

Goal 3: Natural Sciences: ____ by meeting the following competencies:

Goal 4: Mathematics/Logical Reasoning: ____ by meeting the following competencies:

Goal 5: History and the Social and Behavioral Sciences: ____ by meeting the following competencies:

Goal 6: The Humanities and Fine Arts: ____ by meeting the following competencies:

Goal 7: Human Diversity: ____ by meeting the following competencies:

Goal 8: Global Perspective: ____ by meeting the following competencies:

Goal 9: Ethical and Civic Responsibility: ____ by meeting the following competencies:

Goal 10: People and the Environment: ____ by meeting the following competencies:

Topics to be Covered (General)

- Rewrite marketing plan
- Evaluate current marketing situation
- Use a combination of marketing strategies to enhance farm profit

Student Learning Outcomes

1. Plan orders with advanced futures stops
2. Assess marketing plan in relation to farm business goals
3. Assess marketing plans as related to cash flow needs
4. Create a detailed year round marketing plan
5. Design a farm business plan with improved marketing strategies
6. Reevaluate a risk management plan
7. Revise current production cost and carrying charge calculations

Is this course part of a transfer pathway: Yes No

*If yes, please list the competencies below

Revised Date: