

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: 2215

NUMBER OF CREDITS: 2 All Management Credits

Lecture: 0 **Lab:** 0 **OJT** 0

Course Title:
Special Topics - Marketing

Catalog Description:
This course focuses on the analysis of special topics in marketing management for students actively engaged in the operation and management of a farm business. Student and instructor will choose from said topics to best fit student needs: Small grains, corn, soybeans, pork, cattle, milk, canola, edible beans, vegetable crops, sugar beets, grass seed, forages, seed crops, wild rice, sunflowers, other commodities not listed and organic products.

Prerequisites or Necessary Entry Skills/Knowledge:
None

FULFILLS MN TRANSFER CURRICULUM AREA(S)

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:

Student and Instructor choose from these topics to best fit student needs
Small Grains
Corn
Soybeans
Pork
Cattle
Milk
Canola
Edible Beans
Vegetable Crops
Sugar Beets
Grass Seed
Forages
Seed Crops
Wild Rice
Sunflowers
Other Commodities Not Listed and Organic Products

Student Learning Outcomes
1. Compare and contrast marketing trends
2. Construct a marketing plan
3. Identify types of markets
4. Interpret terms of contracts
5. List factors affecting supply and demand
6. Measure effects of marketing plans

Is this course part of a transfer pathway: Yes ☐ No ☒

Revised Date: June, 2020