

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. AGRI

COURSE NUMBER: 2252

NUMBER OF CREDITS: 2

Lecture: 2 Lab: 0 OJT: 0

Course Title:

Economic Principles of Agricultural Marketing

Catalog Description:

Economic Principles of Agricultural Marketing is designed for students to explore the macro marketing system in agriculture. Studies include market models, marketing functions, market utility, International markets, price discovery, supply & demand, and futures markets.

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:

Topics to be Covered

Micro/Macro Views of marketing

Supply and Demand of Agriculture Commodities

Market Structures

Marketing Functions

Price Determination

International Markets

Quality and Grading in Markets

Price Discovery System

Flow of Commodities

Advanced Marketing Alternatives

Student Learning Outcomes

Explain the micro and macro views of marketing

Compare the different market structures in agriculture.

Explain biological timing of marketing.
Compare technical verses fundamental approaches to marketing
Apply price changes to supply and demand shifts.
Identify the functions of utility in agriculture marketing.
Compare domestic and international markets for agriculture commodities
Describe the impacts of free trade.
Explain the grading system for agriculture commodities.
Describe a price discovery system.
Explain the distribution and transportation of agriculture commodities.
Compute hedging, options, and basis trades.

Is this course part of a transfer pathway: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Revised Date: 6/2021