

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. LWMP

COURSE NUMBER: 2451

NUMBER OF CREDITS: 1 **Lecture:** 0 **Lab:** 0 **OJT** All Management

Course Title:

Special Topics - Marketing

Catalog Description:

Special topics – marketing enables study and application of concepts for planning and improving sheep marketing practices and marketing program. Exact subject matter will vary depending on student need.
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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

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| <ul style="list-style-type: none">• Common marketing practices and programs |
| <ul style="list-style-type: none">• Marketing management plans |
| <ul style="list-style-type: none">• Marketing methods |

Student Learning Outcomes

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| 1. Evaluate specific flock marketing program practices and concerns. |
| 2. Identify methods to address marketing concerns. |
| 3. Compare cost versus effectiveness of various methods. |
| 4. Identify appropriate market program and practices. |
| 5. Develop revised marketing management plan based on solutions and implications. |
| 6. Implement revised plan. |

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

Revised Date: 7/2020