

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: 1193**

NUMBER OF CREDITS: 2

Lecture: 0 Lab: 0 OJT 0

Course Title:
Directed Study – Evaluating Farm Commodity Marketing Tools

Catalog Description:
Directed study – evaluating farm commodity marketing tools is designed to teach students to implement the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will utilize marketing alternatives and apply to farm business marketing.

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)

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| <ul style="list-style-type: none">• Marketing strategies |
| <ul style="list-style-type: none">• Current marketing situation |
| <ul style="list-style-type: none">• Risk management |

Student Learning Outcomes

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| <ol style="list-style-type: none">1. Use future and/or option markets as marketing tool2. Utilize cash markets as marketing tool3. Design marketing plans based on current market situations4. Compare local basis history to other marketing strategies5. Evaluate a risk management plan6. Prioritize marketing strategies to enhance farm profit |
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Is this course part of a transfer pathway: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

**If yes, please list the competencies below*

Revised Date: