

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: 1183

NUMBER OF CREDITS: 2

Lecture: 0 Lab: 0 OJT 0

Course Title:
Directed Study – Applying Commodity Marketing Fundamentals

Catalog Description:
Directed study – applying commodity marketing fundamentals is designed to teach students to apply the various methods and tools to market farm commodities. The students will develop various marketing tools to enhance their farm business operations.

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)

- Costs influencing marketing
- Commodities and local pricing
- Basic marketing plan using tools other than the cash market
- Current crop insurance alternative

Student Learning Outcomes

1. Apply selected marketing tools to the farm business
2. Examine current marketing plan
3. Examine relationship with broker and/or marketing advisors
4. Identify record keeping processes
5. Interview a commodity broker
6. Summarize local basis movement

Is this course part of a transfer pathway: Yes No

*If yes, please list the competencies below

Revised Date: