

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: 2180

NUMBER OF CREDITS: 3

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

Course Title:
Strategies in Farm Commodity Marketing

Catalog Description:
Strategies in farm commodity marketing is designed to plan marketing strategies necessary to achieve farm business. The student will create a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

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)

- Marketing plans based on current market situations
- Production cost and carry calculations
- New alternatives
- Marketing tool usage
- Marketing strategies to enhance farm profit and cash flow

Student Learning Outcomes

1. Analyze specialty crop and livestock contracts
2. Evaluate the financial return to marketing investment
3. Evaluate various sources of marketing information
4. Interpret commodity charts to identify fundamental market signals
5. Interpret commodity charts to identify technical market signals
6. Interpret technical indicators to develop marketing strategies
7. Measure intermarket spreads
8. Measure intramarket spreads
9. Propose changes to marketing tool usage

Is this course part of a transfer pathway: Yes No

*If yes, please list the competencies below

Revised Date: