MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

DEPT. AGRI   **COURSE NUMBER: 1152**

NUMBER OF CREDITS: 3   **Lecture: 3 Lab: 0   OJT: 0**

Course Title:
Agricultural Marketing and Prices

Catalog Description:
Agricultural Marketing and Prices explores the economics of agricultural marketing, organization of markets and marketing enterprises, marketing policy, and price trends of agricultural commodities.

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
Preparation for Marketing
Futures Market
Mistakes of Marketing
Marketing Plans – Pre/Post Harvest
Pricing Tools (hedging, options, forward price, Hedge-to-Arrive, etc)
Basis
Price Protection
Crop Insurance

Student Learning Outcomes
Describe an appropriate mind-set for marking.
Explain what a futures market is.
Describe price setting factors of futures exchange.
Calculate marketing margins.

Identify producer mistakes in marketing.
Analyze and develop marketing plans.
Apply hedging as a market tool.
Apply options as a market tool.
Analyze basis and market timing.
Evaluate price risk and protection strategies.

Is this course part of a transfer pathway: Yes   ☐   No   ☒

Revised Date: 6/2021