

# 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:** 2210

**NUMBER OF CREDITS:** 1 All Management Credits

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

<b>Course Title:</b>
Special Topics - Marketing

<b>Catalog Description:</b>
Special Topics - marketing focuses on the analysis of special topics in marketing management for students actively engaged in the operation and management of a farm business. Student and instructor will choose from said topics to best fit student needs: Small grains, corn, soybeans, pork, cattle, milk, canola, edible beans, vegetable crops, sugar beets, grass seed, forages, seed crops, wild rice, sunflowers, other commodities not listed and organic products.

<b>Prerequisites or Necessary Entry Skills/Knowledge:</b>
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:

<b>Student and Instructor choose from these topics to best fit student needs</b>
Small Grains
Corn
Soybeans
Pork
Cattle
Milk
Canola
Edible Beans
Vegetable Crops
Sugar Beets
Grass Seed
Forages
Seed Crops
Wild Rice
Sunflowers
Other Commodities Not Listed and Organic Products

<b>Student Learning Outcomes</b>
1. Compare and contrast marketing trends
2. Construct a marketing plan
3. Identify types of markets
4. Interpret terms of contracts
5. List factors affecting supply and demand
6. Measure effects of marketing plans

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

Revised Date: June, 2020