MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

Faculty is 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.   FBM                       COURSE NUMBER: FBMT 2215

NUMBER OF CREDITS: 1

COURSE TITLE: Special Topics - Marketing

CATALOG DESCRIPTION:
This course 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
Sugarbeets
Grass Seed
Forages
Seed Crops
Wild Rice
Sunflowers
Other commodities not listed
Organic Products

AUDIENCE: Farm business operators or managers or others with consent of instructor

FULFILLS MN TRANSFER CURRICULUM AREA(S) (Leave blank if not applicable)
Area: by meeting the following competencies:
Area: by meeting the following competencies:
Area: by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE:
- None

LENGTH OF COURSE: One semester
THIS COURSE IS USUALLY OFFERED:
Every other year □  fall □  spring □  summer □  undetermined  □

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT: The academic objectives of this course are:
   a.
   b.

2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
   a.
   b.
   c.
   d.

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:
   a.
   b.

4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through:
   a.
   b.

TOPICS TO BE COVERED:
General marketing concepts; incorporating marketing into the farm business; and applying marketing concepts.

COURSE LEARNING OUTCOMES (GENERAL):
Analysis of special topics in marketing for students actively engaged in the operation and management of a farm business.

STUDENT LEARNING OUTCOMES (SPECIFIC):

1. List factors affecting supply and demand;
2. Identify types of markets;
3. Interpret terms of contracts;
4. Compare and contrast marketing trends;
5. Construct a marketing plan; and
6. Measure effects of marketing plans.
LEARNING/TEACHING TECHNIQUES used in the course are:

- Collaborative Learning
- Student Presentations
- Creative Projects
- Lecture
- Demonstrations
- Lab
- Problem Solving
- Interactive Lectures
- Individual Coaching
- Films/Videos/Slides
- Other (describe below)

Individual instruction sessions / small group seminars and classroom instruction in any combination determined by instructor and student.

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- Reading
- Oral Presentations
- Textbook Problems
- Group Problems
- Other (describe below)
- Tests
- Worksheets
- Papers
- Term Paper
- Individual Projects
- Collaborative Projects
- Portfolio

Student accounting system, farm business analysis, and current income tax materials.

**Veteran Services:** Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

**The information in this course outline is subject to revision**

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or via your preferred Telecommunications Relay Service.

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Revised 10/1/16