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. LWMP COURSE NUMBER: 2452

NUMBER OF CREDITS: 2 Lecture: 0 Lab: 0 OJT All Management

<table>
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<th>Course Title:</th>
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<td>Special Topics - Marketing</td>
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**Catalog Description:**
This course enables study and application of concepts for planning and improving sheep marketing practices and marketing program. Exact subject matter will vary depending on student need.

**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
- Common marketing practices and programs
- Marketing management plans
- Marketing methods

### Student Learning Outcomes
1. Evaluate specific flock marketing program practices and concerns.
2. Identify methods to address marketing concerns.
3. Compare cost versus effectiveness of various methods.
4. Identify appropriate market program and practices.
5. Develop revised marketing management plan based on solutions and implications.
6. Implement revised plan.
7. Analyze marketing practices.
8. Analyze marketing program implications and solutions.

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

Revised Date: 7/2020