MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

Faculty 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 Collegewide Curriculum Committee.

DEPT.  Farm Business Management                COURSE NO.  FBMT2212

NUMBER OF CREDITS:  1

COURSE TITLE:  Special Topics – Marketing

CATALOG DESCRIPTION:  This course covers special topics of interest in marketing.

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:  1 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:  Investigate general marketing concepts

2)  THINKING SKILLS:
   a.  Examine the effects of incorporating marketing concepts into their farm business
   b.  Survey marketing concepts which apply to their farm business

3)  COMMUNICATIONS SKILLS:

4)  HUMAN DIVERSITY:

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

LIST OF EXPECTED COURSE OUTCOMES:  Analysis of special topics in marketing for students actively engaged in the operation and management of a farm business.

LEARNING/TEACHING TECHNIQUES used in the course are:
☐  Collaborative Learning  ☐  Problem Solving

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This course will be delivered through individual instructional sessions, small group seminars, classroom instruction, or any combination of these.

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
- Term Paper

EXPECTED STUDENT LEARNING OUTCOMES: Students will be evaluated on their ability to:

1) Identify marketing concepts relative to their business
2) Evaluate and compare marketing concepts
3) Develop and adapt marketing concepts to the business
4) Examine the effect of incorporating these marketing concepts into the farm business

The information in this course outline is subject to revision

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.

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 Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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