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.: AGRI                      COURSE NO.: 2235
NUMBER OF CREDITS: 2
COURSE TITLE: Marketing Strategies (special topics)

CATALOG DESCRIPTION:
WE will explore the economics of agricultural marketing. This class is designed to enhance the practical skills necessary to support the profitable pricing of Agricultural commodities. The student will review the interactions of the federal farm bill, crop insurance, futures markets and cash marketing tools to provide for a more profitable operation.

AUDIENCE: Agriculture students – transfer and technical

FULFILLS MN TRANSFER CURRICULUM AREA(S) (Leave blank if not applicable)
Area : by meeting the following competencies:
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PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE:

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:
1. To develop an awareness of the problems, opportunities, and scope of agricultural marketing.
2. To enable the student to understand the effect supply and demand have upon prices and marketing of agricultural products.
3. To enable the student to understand the purposes, aims, and restrictions of the government Freedom to Farm Legislation.
4. To develop the students understanding of the commodities market and its role in agricultural marketing and price structure.
5. To develop an awareness of processor procurement systems.
6. To develop a marketing plan, which includes all the tools currently available to the producer.

2) THINKING SKILLS:
1. Understanding how the commodity market works.
2. To learn to analyze the role that supply and demand has on commodity prices.
3. Evaluating the profitability of different marketing strategies on agricultural commodities.
4. To develop a cash flow of individual commodities, which utilizes the marketing tools available to protect the revenue stream.
3) COMMUNICATIONS SKILLS:
   1. Written tests
   2. Group work
   3. Class discussion

4) HUMAN DIVERSITY:
   1. The role that marketing plays in the supply and demand of food throughout the world.

TOPICS TO BE COVERED:
   1. Agricultural market and prices
   2. Agricultural markets and marketing systems
   3. Supply and demand
   4. Government Agricultural commodity reports
   5. Crop insurance programs
   6. Marketing margins
   7. Markets over time (commodity market)
   8. Quality differences and grades for farm products
   9. Marketing and pricing institutions
   10. Federal farm bill legislation
   11. Processor procurement options

LIST OF EXPECTED COURSE OUTCOMES: See above goals

LEARNING/TEACHING TECHNIQUES used in the course are:
   - Collaborative Learning
   - Problem Solving
   - Student Presentations
   - Interactive Lectures
   - Creative Projects
   - Individual Coaching
   - Lecture
   - Films/Videos/Slides
   - Demonstrations
   - Other (describe below)
   - Lab

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:
   - Reading
   - Tests
   - Individual Projects
   - Oral Presentations
   - Worksheets
   - Collaborative Projects
   - Textbook Problems
   - Papers
   - Portfolio
   - Group Problems
   - Term Paper
   - Other (describe below)

EXPECTED STUDENT LEARNING OUTCOMES: As Attached

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

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