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  \hspace{2cm} **COURSE NUMBER:** 2183

**NUMBER OF CREDITS:**  2

**Course Title:**
Directed Study – Strategies in Farm Commodity Marketing

**Catalog Description:**
Directed study – strategies in farm commodity marketing is designed to plan marketing strategies necessary to achieve farm business. The student will implement a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

**Prerequisites or Necessary Entry Skills/Knowledge:**
None

**FULFILLS MN TRANSFER CURRICULUM AREA(S) (Leave blank if not applicable)**

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 (General)
- Rewrite marketing plan
- Evaluate current marketing situation
- Use a combination of marketing strategies to enhance farm profit

### Student Learning Outcomes

1. Plan orders with advanced futures stops
2. Assess marketing plan in relation to farm business goals
3. Assess marketing plans as related to cash flow needs
4. Create a detailed year round marketing plan
5. Design a farm business plan with improved marketing strategies
6. Reevaluate a risk management plan
7. Revise current production cost and carrying charge calculations

### Is this course part of a transfer pathway: Yes ☒   No ☐
*If yes, please list the competencies below

Revised Date: