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. Lamb and Wool COURSE NUMBER: LWMP2452

NUMBER OF CREDITS: 2

COURSE TITLE: Special Topics - Marketing

CATALOG DESCRIPTION: This course enables study and application of concepts for planning and improving sheep marketing practices and marketing program.

AUDIENCE: Sheep Producers

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: None

LENGTH OF COURSE: Individual and classroom instructors scheduled throughout the 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. Identify appropriate marketing practices.
   b. Developing a marketing plan.

2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
   a. Analyzing marketing practices.
   b. Evaluating marketing options.
   c. Implement revised marketing plan.

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:
   a. Communications with lamb and wool buyers and processors.

4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through:
a. Interaction with marketing consultants, lamb and wool buyers and processors.

TOPICS TO BE COVERED: Common marketing practices and programs; marketing management plans; marketing methods.

LIST OF EXPECTED COURSE OUTCOMES:
1. Identify appropriate marketing practices and programs.
2. Analyze marketing practices.
3. Analyze marketing program implications and solutions.
4. Develop revised marketing plan/program.
5. Implement revised plan.

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

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

EXPECTED STUDENT LEARNING OUTCOMES:
1. Evaluate flock marketing practices/program concerns.
2. Identify solutions to marketing practices/program concerns.
3. Develop management plan to address marketing concerns.

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.

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.

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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