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.   FBMT                       COURSE NUMBER:   2173

NUMBER OF CREDITS: 2

COURSE TITLE: Directed Study - Monitoring Farm Commodity Marketing Plans

CATALOG DESCRIPTION: This course is designed to justify current farm commodity marketing plans. Emphasis will be placed on current market conditions and pricing opportunities. The student will prioritize and evaluate marketing opportunities and risk.

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: One semester

THIS COURSE IS USUALLY OFFERED:
Every other year [ ] fall [ ] spring [ ] summer [ ] undetermined [X]

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT: The academic objectives of this course are:
   a.
   b.

2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
   a.
   b.
   c.
   d.
3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:
   a.
   b.

4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through:
   a.
   b.

TOPICS TO BE COVERED:

- Marketing plan
  o Evaluate marketing tool usage
  o Collect data necessary to calculate current production costs and carrying charges
  o Determine monthly cash flow needs and incorporate into marketing plan
- Marketing situation
  o Use commodity charts to identify fundamental and technical market signals
  o Chart seasonal and local basis movements of interest to the student
  o Refine crop insurance program participation to enhance farm cash flow
- Brokerage and advisor accounts
- Marketing strategies to enhance farm profit

COURSE LEARNING OUTCOMES (GENERAL):
Analysis of marketing strategies for students actively engaged in the operation and management of a farm management.

STUDENT LEARNING OUTCOMES (SPECIFIC):
1. Describe the importance of insurance in marketing;
2. Sketch world production areas for crop production;
3. Calculate returns to option fencing;
4. Calculate synthetic prices;
5. Demonstrate margin call calculations;
6. Distinguish between speculators and hedgers;
7. Explain technical indicators;
8. Explain the purpose of price limits for futures prices; and
9. Interpret tax laws relating to marketing plans.

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

- Reading
- Oral Presentations
- Textbook Problems
- Group Problems
- Other (describe below)
- Tests
- Worksheets
- Papers
- Collaborative Projects
- Portfolio
- Term Paper

Student accounting system, farm business analysis, and current income tax materials.

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 via your preferred Telecommunications Relay Service.

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Revised 10/1/16