DEPT. FBMT  COURSE NUMBER: FBMT 1193

NUMBER OF CREDITS: 2

COURSE TITLE: Directed Study-Evaluating Farm Commodity Marketing Tools

CATALOG DESCRIPTION: This course is designed to teach students to implement the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will utilize marketing alternatives and apply to farm business marketing. (Prerequisite: None) (2 Cr, 0 lect, 0 lab, 2 mgt)

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:
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PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE:
- None

LENGTH OF COURSE: One 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.
   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:

1. Marketing strategies
   o Evaluate marketing tool usage
   o Record any changes in production and storage costs as related to students' cash flow needs
2. Current marketing situation
   o Use farm commodity charts to identify new marketing opportunities
   o Compare current basis to historical basis trends
   o Refine crop insurance program participation to enhance farm cash flow
   o Establish brokerage and advisor accounts
3. Risk management
   o Evaluate risk management strategies

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

STUDENT LEARNING OUTCOMES (SPECIFIC):

1. Use future and/or option markets as marketing tool;
2. Utilize cash markets as marketing tool;
3. Design marketing plans based on current market situations;
4. Compare local basis history to other marketing strategies;
5. Evaluate a risk management plan; and
6. Prioritize marketing strategies to enhance farm profit.

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

Individual instruction sessions / small group seminars and classroom instruction in any combination determined by instructor and student.
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

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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