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: 2183

NUMBER OF CREDITS: 2

COURSE TITLE: Directed Study – Strategies in Farm Commodity Marketing

CATALOG DESCRIPTION: This course 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.

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

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:
I. Rewrite marketing plan
   A. Gather data and establish a detailed long term marketing plan appropriate to the students farm operation
   B. Select marketing plans appropriate to farm business and personal goals
   C. Revise cropping plans with improved marketing strategies

II. Evaluate current marketing situation
   A. Compare and select from various sources of marketing information
   B. Chart seasonal and local basis movements of interest to the student
   C. Refine crop insurance program participation to enhance farm cash flow
   D. Monitor brokerage and advisor accounts

III. Use a combination of marketing strategies to enhance farm profit
   A. Calculate the financial return to your marketing investment
   B. Calculate cash flow changes with improved marketing planning strategies

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. 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; and
7. Revise current production cost and carrying charge calculations.

LEARNING/TEACHING TECHNIQUES used in the course are:

- [ ] Collaborative Learning
- [ ] Problem Solving
- [ ] Student Presentations
- [ ] Interactive Lectures
- [ ] Creative Projects
- [ ] Individual Coaching
- [ ] Lecture
- [ ] Films/Videos/Slides
- [ ] Other (describe below)
- [ ] Demonstrations
- [ ] Individual instruction sessions / small group seminars and classroom instruction in any combination determined by instructor and student.
- [ ] 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)

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