DEPT. Lamb and Wool COURSE NO. LWMP2451

NUMBER OF CREDITS: 1

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. Exact subject matter will vary depending on student need.

AUDIENCE: Sheep Producers

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

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Individual and classroom instruction scheduled throughout the 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:
The students will learn to identify, compare and implement the appropriate marketing practices and program for their sheep enterprise.

2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
The student will evaluate, compare and analyze marketing practices and programs that will increase marketing efficiency.

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:
The student will demonstrate appropriate communication skills with lamb and wool marketers and processors.
4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human
diversity through: The student will gain awareness of their feelings toward people of different cultures,
value systems and socioeconomic status.

TOPICS TO BE COVERED: Methods to evaluate marketing practices, identify marketing concerns, analyze
and compare various solutions and implications of marketing concerns, develop revised marketing plan plus
properly implementing a revised plan.

LIST OF EXPECTED COURSE OUTCOMES:
1. Evaluate specific flock marketing program practices and concerns.
2. Identify methods to address marketing concerns.
3. Compare cost versus effectiveness of various methods.
4. Identify appropriate market program and practices.
5. Analyze program management solutions and implications.
6. Develop revised marketing management plan based on solutions and implications.
7. Implement revised plan.

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

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)

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