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: FBMT 1183

NUMBER OF CREDITS: 2

COURSE TITLE: Directed Study-Applying Commodity Marketing Fundamentals

CATALOG DESCRIPTION:
This course is designed to teach students to apply the various methods and tools to market farm commodities. The students will develop various marketing tools to enhance their farm business operations. (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:
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:

1. Costs influencing marketing
   o Complete a production cost worksheet
   o Complete storage cost calculations
2. Commodities and local pricing
   o Chart farm commodities of interest to student, share and compare information with other students
   o Track local basis for commodities of interest
   o Track local cash prices for commodities of interest
3. Basic marketing plan using tools other than the cash market
4. Current crop insurance alternative

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. Apply selected marketing tools to the farm business
2. Examine current marketing plan
3. Examine relationship with broker and/or marketing advisors
4. Identify record keeping processes
5. Interview a commodity broker
   6. Summarize local basis movements

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)

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