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 1190

NUMBER OF CREDITS: 3

COURSE TITLE: Evaluating Farm Commodity Marketing Tools

CATALOG DESCRIPTION:
This course is designed to teach students to evaluate the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will analyze marketing alternatives and apply to farm business marketing. (Prerequisite: None) (3 Cr, 0 lect, 0 lab, 3 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. Current marketing plan
   o Review selected form(s) of sale
   o Review services
   o Review charting and seasonal trend assumptions
2. Costs as they relate to cash flow needs
   o Productions costs
   o Carrying charges, including interest and storage costs
   o Consider ability to absorb risk
3. New alternatives
   o Use farm commodity charts to identify new marketing opportunities
   o Evaluate local basis history
   o Examine relationship with broker
   o Review changes in 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. Analyze various farm marketing tools;
2. Calculate price risk;
3. Chart commodity price movement;
4. Explain call options;
5. Explain put options;
6. Interpret farm commodity charts to identify marketing opportunities;
7. Recognize changes in government farm programs;
8. Recognize changes in insurance; and
9. Relate current government farm programs to the farm business.

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)
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
- Individual Projects
- 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