DEPT. FBMT COURSE NUMBER: 2180

NUMBER OF CREDITS: 3

COURSE TITLE: Strategies in Farm Commodity Marketing

CATALOG DESCRIPTION: This course is designed to plan marketing strategies necessary to achieve farm business. The student will create 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:

1. Marketing plans based on current market situations
   o Gather data and establish detailed year round marketing plans
   o Assess marketing plans in relation to farm business and personal goals
   o Review cash flow with improved marketing planning strategies
2. Production cost and carry calculations
   o Productions costs
   o Carrying charges
   o Reconsider ability to absorb risk
3. New alternatives
   o Review cropping plans with improved marketing strategies
   o Evaluate various sources of marketing information
   o Evaluate the financial return to your marketing investment
4. Marketing tool usage
5. Marketing strategies to enhance farm profit and cash flow

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. Analyze specialty crop and livestock contracts;
2. Evaluate the financial return to marketing investment;
3. Evaluate various sources of marketing information;
4. Interpret commodity charts to identify fundamental market Signals;
5. Interpret commodity charts to identify technical market Signals;
6. Interpret technical indicators to develop marketing strategies;
7. Measure intermarket spreads;
8. Measure intramarket spreads; and
9. Propose changes to marketing tool usage.

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
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