MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

DEPT. FBMT

COURSE NUMBER: 2215

NUMBER OF CREDITS: 2

Lecture: 2 Lab: 0 OJT 0

Course Title:
Special Topics - Marketing

Catalog Description:
Special Topics - Marketing focuses on the analysis of special topics in marketing management for students actively engaged in the operation and management of a farm business. Student and instructor will choose from said topics to best fit student needs.

Prerequisites or Necessary Entry Skills/Knowledge:

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

☐ Goal 1: Communication: By meeting the following competencies:
☐ Goal 2: Critical Thinking: By meeting the following competencies:
☐ Goal 3: Natural Sciences: By meeting the following competencies:
☐ Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
☐ Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
☐ Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
☐ Goal 7: Human Diversity: By meeting the following competencies:
☐ Goal 8: Global Perspective: By meeting the following competencies:
☐ Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
☐ Goal 10: People and the Environment: By meeting the following competencies:

Topics to be Covered (General)

Small Grains
Corn
Soybeans
Pork
Cattle
Milk
Canola
Edible Beans
Vegetable Crops
Sugar Beets
Grass Seed
Forages
Seed Crops
Wild Rice
Sunflowers
Other commodities not listed
Organic Products

Student Learning Outcomes

List factors affecting supply and demand
Identify types of markets
Interpret terms of contracts
Compare and contrast marketing trends
Construct a marketing plan
Analyze effectiveness of marketing plan

Is this course part of a transfer pathway: Yes ☐ No ☒
*If yes, please list the competencies below

Revised Date: 11/13/2023