MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

DEPT. FBMT                      COURSE NUMBER: 2216

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
<table>
<thead>
<tr>
<th>Grass Seed</th>
<th>Forages</th>
<th>Seed Crops</th>
<th>Wild Rice</th>
<th>Sunflowers</th>
<th>Other commodities not listed</th>
<th>Organic Products</th>
</tr>
</thead>
</table>

**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