Course Title:
Directed Study - Introduction to Farm Commodity Marketing

Catalog Description:
Directed Study - Introduction to Farm Commodity Marketing provides the student with the opportunity to use the various marketing methods and tools. The students will analyze various types of marketing contracts and cash markets. The student will recognize the roles of brokers and market advisors.

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)
- Cost identification
- Basic concepts in futures marketing
- Marketing alternatives and form of sales
- Evaluating marketing services

Student Learning Outcomes
- Calculate a cost of production
- Define price basis for commodity marketing
- Describe contract specifications
Define and explain cash markets
Define and explain forward contracts
Explain basis and recognize the importance on futures markets

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

Revised Date: 11/1/2023