Course Title:
Directed Study - Evaluating Farm Commodity Marketing Tools

Catalog Description:
Directed Study - Evaluating Farm Commodity Marketing Tools teaches the student to implement the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will utilize marketing alternatives and apply to farm business marketing.

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)
Marketing strategies
Current marketing situation
Risk management

Student Learning Outcomes
Develop strategies of use for call options
Develop strategies of use for put options
Interpret farm commodity charts to identify marketing opportunities
Recognize changes in government farm programs
| Recognize changes in insurance |
| Relate current government farm programs to the farm business |

**Is this course part of a transfer pathway:** Yes ☐ No ☒

*If yes, please list the competencies below*

Revised Date: 11/1/2023