Course Title:
Directed Study - Strategies in Farm Commodity Marketing

Catalog Description:
Directed Study - Strategies in Farm Commodity Marketing plans marketing strategies necessary to achieve a farm business. The student will implement a year-round marketing plan utilizing a variety of marketing strategies to maximum farm income return.

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)
Rewrite marketing plan
Evaluate current marketing situation
Use a combination of marketing strategies to enhance farm profit
### Student Learning Outcomes

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<tr>
<th>Outcome</th>
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<tr>
<td>Assess marketing plan in relation to farm business goals</td>
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<tr>
<td>Assess marketing plans as related to cash flow needs</td>
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<td>Create a detailed year-round marketing plan</td>
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<td>Design a farm business plan with improved marketing strategies</td>
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<td>Reevaluate a risk management plan</td>
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<tr>
<td>Revise current production cost and carrying charge calculations</td>
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**Is this course part of a transfer pathway:** Yes ☐ No ☒

*If yes, please list the competencies below*

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Revised Date: 11/1/2023