

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

Faculty members are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Academic Affairs and Standards Council.

DEPT. FBMT

COURSE NUMBER: 1500

NUMBER OF CREDITS: 1/2

Lecture: 0 Lab: 0 OJT 0

Course Title:
Special Topics - Marketing

Catalog Description:
Special topics – marketing covers special topics of interest in marketing.

Prerequisites or Necessary Entry Skills/Knowledge:
None

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)

- General marketing concepts
- Incorporating marketing into the farm business
- Applying marketing concepts

Student Learning Outcomes

- 1) Identify marketing concepts relative to their business
- 2) Evaluate and compare marketing concepts
- 3) Develop and adapt marketing concepts to the business
- 4) Examine the effect of incorporating these marketing concepts into the farm business

See SAMPLE EXPECTED LEARNING OUTCOMES STATEMENTS and ACTION VERB LIST FOR COURSE OUTCOMES in the Minnesota West Curriculum Development Manual which can be accessed at <https://www.mnwest.edu/faculty-resources/curriculum-manual>

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

*If yes, please list the competencies below

Revised Date: