FBMT 2370: Special Topics - Marketing

A. COURSE DESCRIPTION

Credits: 1
Lecture Hours/Week: *. *
Lab Hours/Week: *. *
OJT Hours/Week: *. *
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course covers special topics of interest related to marketing concepts. This course allows the student to keep up with the fundamental marketing news that moves markets and then make decisions which will manage risk for their farm.

B. COURSE EFFECTIVE DATES: 08/22/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Identify marketing concepts for the ag business.
2. Compare marketing concepts for the ag business.
3. Develop marketing concepts for the ag business
4. Analyze marketing decisions as they relate to tax decisions.

D. LEARNING OUTCOMES (General)

1. The learner will be able to understand the global aspects of how this affects marketing at the local level.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted