FBMT 2180: Strategies in Farm Commodity Marketing

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   This course is designed to plan marketing strategies necessary to achieve farm business. The student will create a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return. Prerequisite(s): None

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Analyze specialty crop and livestock contracts
   2. Evaluate the financial return to marketing investment
   3. Evaluate various sources of marketing information
   4. Interpret commodity charts to identify fundamental market signals
   5. Interpret commodity charts to identify technical market signals
   6. Interpret technical indicators to develop marketing strategies
   7. Measure intermarket spreads
   8. Measure intramarket spreads
   9. Propose changes to marketing tool usage

D. LEARNING OUTCOMES (General)
   None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted