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