FBMT 1190: Evaluating Farm Commodity Marketing Tools

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 teach students to evaluate the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will analyze marketing alternatives and apply to farm business marketing.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Analyze various farm marketing tools
2. Calculate price risk
3. Chart commodity price movement
4. Explain call options
5. Explain put options
6. Interpret farm commodity charts to identify marketing opportunities
7. Recognize changes in government farm programs
8. Recognize changes in insurance
9. Relate current government farm programs to the farm business

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