Alexandria Technical and Community College

FBMT 2183: Directed Study - Strategies in Farm Commodity Marketing

A. COURSE DESCRIPTION

Credits: 2
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 implement a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Assess marketing plan in relation to farm business goals
2. Assess marketing plans as related to cash flow needs
3. Create a detailed year round marketing plan
4. Design a farm business plan with improved marketing strategies
5. Plan orders with advanced futures stops
6. Reevaluate a risk management plan
7. Revise current production cost and carrying charge calculations

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