FBMT 1193: Directed Study - Evaluating Farm Commodity Marketing Tools

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

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

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Compare local basis history to other marketing strategies
   2. Design marketing plans based on current market situations
   3. Evaluate a risk management plan
   4. Prioritize marketing strategies to enhance farm profit
   5. Use future and/or option markets as marketing tool
   6. Utilize cash markets as marketing tool

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