Alexandria Technical and Community College

FBMT 1183: Directed Study - Applying Commodity Marketing Fundamentals

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 apply the various methods and tools to market farm commodities. The students will develop various marketing tools to enhance their farm business operations.

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

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Apply selected marketing tools to the farm business
   2. Examine current marketing plan
   3. Examine relationship with broker and/or marketing advisors
   4. Identify record keeping processes
   5. Interview a commodity broker
   6. Summarize local basis movements

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