Alexandria Technical and Community College

FBMT 2217: Special Topics - Marketing

A. COURSE DESCRIPTION

   Credits: 2
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

This course focuses on the analysis of special topics in marketing management for students actively engaged in the operation and management of a farm business. Student and instructor will choose from said topics to best fit student needs.

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

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Compare and contrast marketing trends
   2. Construct a marketing plan
   3. Identify types of markets
   4. Interpret terms of contracts
   5. List factors affecting supply and demand
   6. Measure effects of marketing plans

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