



MASTER COURSE OUTLINE

A. FBMT 1183 Directed Study — Applying Commodity Marketing Fundamentals

B. COURSE DESCRIPTION:

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.

(2 Cr – 2 lect, 0 lab)

C. **Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ☒ ILO 1: critical thinking (*Core Theme Goal 2*)
- ☐ ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ☐ ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ☐ ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Marketing tools
- Marketing plan
- Record keeping

F. GOAL TYPE, OBJECTIVES, AND OUTCOMES:

<u>GOAL TYPE</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
	Students will be able to	The student will successfully
<u>**Critical Thinking</u>	gather factual information and apply it to a given problem in a manner that is relevant, clear, comprehensive, and conscious of possible bias in the information selected.	1. apply selected marketing tools to the farm business.
<u>CS</u>	relate a marketing plan to a marketing advisor.	1. summarize current marketing plan. 2. develop and define the relationship between a producer and a marketing advisor.
<u>CS</u>	choose a record keeping system.	1. implement the chosen record keeping system.

<u>CS</u>	develop an understanding of the function of a commodity broker.	1. interview a commodity broker.
<u>CS</u>	show how the local basis affects price.	1. summarize basis price movements.

G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

H. COURSE CODING INFORMATION:

Course Code U/Customer Driven; Letter Grade

Revision date: 08/30/23

AASC Approval date: 10/17/23

*Riverland Community College Disciplines	MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6

**Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

** These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.