



MASTER COURSE OUTLINE

A. FBMT 1190 Evaluating Farm Commodity Marketing Tools

B. COURSE DESCRIPTION:

This course is designed to teach students to evaluate the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will analyze marketing alternatives and apply to farm business marketing.
(3 Cr – 3 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
- Farm programs
- Insurance programs for farms

F. GOAL TYPE, OBJECTIVES, AND OUTCOMES:

<u>GOAL TYPE</u>	<u>OBJECTIVES</u> Students will be able to	<u>OUTCOMES</u> The student will successfully
<u>**Critical Thinking</u>	analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them.	1. analyze various farm marketing tools.
<u>CS</u>	identify commodity prices and how to track the prices.	1. calculate price risk. 2. chart commodity price movement.
<u>CS</u>	compare put and call options.	1. develop strategies of use for call options. 2. develop strategies of use for put options.

<u>CS</u>	explain how to identify marketing opportunities.	1. interpret farm commodity charts to identify marketing opportunities.
<u>CS</u>	explain current farm programs and insurance.	1. recognize changes in government farm programs. 2. recognize changes in insurance. 3. relate current government farm programs to the farm business.

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.

Riverland