



MASTER COURSE OUTLINE

A. FBMT 1193 Directed Study — Evaluating Farm Commodity Marketing Tools

B. COURSE DESCRIPTION:

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.
(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 Strategies
- Risk Management

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>	imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative meanings or solutions to given situations or problems.	1. develop a marketing plan that uses futures and/or option markets as marketing tool. 2. develop a marketing plan that utilizes cash markets as a marketing tool.
<u>CS</u>	improve marketing by utilizing a marketing plan.	1. design marketing plans based on current market situations.
<u>CS</u>	explain basis in marketing.	1. compare local basis history to other marketing strategies.
<u>CS</u>	assess a marketing plan to decrease risk.	1. evaluate a risk management plan.

<u>CS</u>	explain how marketing strategies are used in a farm business.	1. prioritize marketing strategies to enhance farm profit.
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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.