



MASTER COURSE OUTLINE

A. FBMT 2180 Strategies in Farm Commodity Marketing

B. COURSE DESCRIPTION:

This course is designed to plan marketing strategies necessary to achieve farm business goals. The student will create a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

(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:

- Usage of a marketing plan
- Understanding commodity charts and indicators
- Elements of a contract

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>	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. evaluate the financial return to marketing investment. 2. evaluate the various sources of marketing information.
<u>CS</u>	compare types of contracts available for marketing.	1. analyze specialty crop and livestock contracts.
<u>CS</u>	evaluate various sources of marketing information.	1. interpret commodity charts to identify fundamental market signals.

		2. interpret commodity charts to identify technical market signals. 3. interpret technical indicators to develop marketing strategies.
<u>CS</u>	compare intermarket and intramarket spreads.	1. measure intermarket spreads. 2. measure intramarket spreads.
<u>CS</u>	evaluate marketing tool effectiveness in overall marketing plan.	1. propose changes to marketing tool usage.

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: 07/26/23

AASC Approval date: 09/19/23

*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