



MASTER COURSE OUTLINE

A. FBMT 2183 Directed Study – 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 implement a year round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

(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 plan
- Futures market
- Risk Management

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>	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. create a detailed year round marketing plan. 2. design a farm business plan with improved marketing strategies.
<u>CS</u>	research futures market stops.	1. plan orders with advanced futures stops.
<u>CS</u>	calculate cash flow changes with a detailed marketing plan that relates to farm business goals.	1. assess marketing plan in relation to farm business goals. 2. assess marketing plan in relation to cash flow needs.

<u>CS</u>	assess farm business risk.	1. re-evaluate a risk management plan.
<u>CS</u>	calculate enterprise cost of production and cost of carry.	1. revise current production cost and carrying charge calculations.

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.