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## SECTION HEADING

### FBMT 1183: Directed Study - Applying Commodity Marketing Fundamentals

#### Description

Directed Study - Applying Commodity Marketing Fundamentals teaches the student to apply the various methods and tools to market farm commodities. The students will develop various marketing tools to enhance their farm business operations.

#### Management Credits

2

#### Topics to be Covered

1. Costs influencing marketing
2. Commodities and local pricing
3. Basic marketing plan using tools other than the cash market
4. Current crop insurance alternative

#### Learning Outcomes

1. Apply selected marketing tools to the farm business
2. Summarize current marketing plan
3. Develop and define the relationship between the producer and a marketing advisor
4. Implement the chosen record keeping format
5. Compare/contrast commodity broker services
6. Summarize local basis movements