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## SECTION HEADING

### FBMT 1193: Directed Study - Evaluating Farm Commodity Marketing Tools

#### Description

Directed Study - Evaluating Farm Commodity Marketing Tools teaches the student 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.

#### Management Credits

2

#### Topics to be Covered

1. Marketing strategies
2. Current marketing situation
3. Risk management

#### Learning Outcomes

1. Develop strategies of use for call options
2. Develop strategies of use for put options
3. Interpret farm commodity charts to identify marketing opportunities
4. Recognize changes in government farm programs
5. Recognize changes in insurance
6. Relate current government farm programs to the farm business