
SECTION HEADING

FBMT 1500: Special Topics - Marketing

Description

Special topics – marketing covers special topics of interest in marketing.

Management Credits

.5

Topics to be Covered

1. General marketing concepts
2. Incorporating marketing into the farm business
3. Applying marketing concepts

Learning Outcomes

1. Identify marketing concepts relative to their business
2. Evaluate and compare marketing concepts
3. Develop and adapt marketing concepts to the business
4. Examine the effect of incorporating these marketing concepts into the farm business