
SECTION HEADING

FBMT 2183: Directed Study - Strategies in Farm Commodity Marketing

Description

Directed Study - Strategies in Farm Commodity Marketing plans marketing strategies necessary to achieve a farm business. The student will implement a year-round marketing plan utilizing a variety of marketing strategies to maximum farm income return.

Management Credits

2

Topics to be Covered

1. Rewrite marketing plan
2. Evaluate current marketing situation
3. Use a combination of marketing strategies to enhance farm profit

Learning Outcomes

1. Assess marketing plan in relation to farm business goals
2. Assess marketing plans as related to cash flow needs
3. Create a detailed year-round marketing plan
4. Design a farm business plan with improved marketing strategies
5. Reevaluate a risk management plan
6. Revise current production cost and carrying charge calculations