SECTION HEADING

FBMT 2218: Special Topics: Marketing

Description

Special Topics - Marketing focuses on the analysis of special topics in marketing management for students actively engaged in the operation and management of a farm business. Student and instructor will choose from said topics to best fit student needs.

Management Credits

2

Topics to be Covered

1. Small Grains
2. Corn
3. Soybeans
4. Pork
5. Cattle
6. Milk
7. Canola
8. Edible Beans
9. Vegetable Crops
10. Sugar Beets
11. Grass Seed
12. Forages
13. Seed Crops
14. Wild Rice
15. Sunflowers
16. Other commodities not listed
17. Organic Products

Learning Outcomes

1. List factors affecting supply and demand
2. Identify types of markets
3. Interpret terms of contracts
4. Compare and contrast marketing trends
5. Construct a marketing plan
6. Analyze effectiveness of marketing plan