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## SECTION HEADING

### LWMP 2401: Developing Marketing and Production Alliances

#### Description

Developing Marketing and Production Alliances will provide students the opportunity to study the reasons and purpose of forming an alliance with processors and other producers in the sheep industry. The course will emphasize the planning and development of an alliance.

#### Management Credits

1

#### Topics to be Covered

1. Type of alliances
2. Benefits and disadvantages
3. How to form an alliance

#### Learning Outcomes

1. Describe advantages and disadvantages of an alliance.
2. Drafting an alliance.
3. Identify key steps in forming an alliance.
4. Identify common types of alliances.
5. Describe alliances and their purpose.