
SECTION HEADING

LWMP 2451: Special Topics -Marketing

Description

Special Topics -Marketing enables study and application of concepts for planning and improving sheep marketing practices and marketing program. Exact subject matter will vary depending on student need.

Management Credits

1

Topics to be Covered

1. Common marketing practices and programs
2. Marketing management plans
3. Marketing methods

Learning Outcomes

1. Evaluate specific flock marketing program practices and concerns.
2. Identify methods to address marketing concerns.
3. Compare cost versus effectiveness of various methods.
4. Identify appropriate market program and practices.
5. Develop revised marketing management plan based on solutions and implications.
6. Implement revised plan.