**Course Title:** Special Topics - Marketing

**Course Number**: FBMT 2216

**Credits:** 2

**Course Description**

This course 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.

Small Grains

Corn

Soybeans

Pork

Cattle

Milk

Canola

Edible Beans

Vegetable Crops

Sugarbeets

Grass Seed

Forages

Seed Crops

Wild Rice

Sunflowers

Other commodities not listed

Organic Products

**Course Outline**

           **I.            Determine a marketing management specific focus for the course based on your farm business**

A. Select marketing management area to be evaluated
B. Identify factors for consideration
C. Examine tools needed to assist with analysis

          **II.            Investigate information related to the marketing management special focus**

A. Research publications and other sources of pertinent data
B. Compare data for options related to focus area

         **III.            Develop an implementation plan**

A. Identify key factors to include in plan
B. Incorporate findings into plan
C. Finalize the plan

        **IV.            Implement the plan**
         **V.            Evaluate the plan**

A. Monitor actions
B. Record findings
C. Consider modifications to the plan as needed, based on findings

**Course 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. Measure effects of marketing plans