**Course Title**: Applying Commodity Marketing Fundamentals

**Course Number**: FBMT 1180

**Credits:** 3

**Course Description:**

This course is designed to teach students to apply the various methods and tools to market farm commodities. The students will utilize various marketing tools to enhance their farm business operations.

**Course Outline:**

1. Cost Calculation
   * Calculate production costs
   * Calculate storage costs
   * Interest costs
2. Preparing for trading
   * Chart farm commodities
   * Identify characteristics of a good marketing service
   * Selecting and using brokers and market advisory services
3. Plan for basic marketing
   * Evaluate crop insurance alternatives
   * Apply selected marketing tools to the farm business
   * Use basis history to enhance commodity selling price
4. Options for using marketing tools
   * Using cash markets as marketing tool
   * Using futures markets as marketing tool
   * Using options markets as marketing tool

**Course Specific Outcomes:**

1. Compute storage costs;
2. Analyze production and storage costs as related to cash flow needs;
3. Explain hedging contracts;
4. Explain the roles of brokers and marketing advisors;
5. Explain what market positions are subject to margin calls;
6. Identify seasonal marketing trends;
7. Name primary commodity marketing reports;
8. Record data to calculate production and storage costs; and
9. Use basis history to enhance commodity selling price.