**Special Topics – Marketing**

**Course Outcome Summary**

**Course Information:**

**Organization:** Minnesota State  
**Developers:** FBM Curriculum Review Team  
**Course Number:** FBMT 2215 FBMT 2219  
**Type of Instruction:** Individualized  
**Total Credits:** 2.0  
**Total Hours of Instruction:** 8.0

**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.

**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. Analyze effectiveness of marketing plan

**Course Issues:**

Small Grains

Corn

Soybeans

Pork

Cattle

Milk

Canola

Edible Beans

Vegetable Crops

Sugar beets

Grass Seed

Forages

Seed Crops

Wild Rice

Sunflowers

Other commodities not listed

Organic Products