**Advanced Marketing Strategies**

**Course Outcome Summary**

**Course Information:**

**Organization:** Minnesota State  
**Developers:** FBM Curriculum Review Team  
**Course Number:** SCMT 2132  
**Type of Instruction:** Individualized  
**Total Credits:** 2.0  
**Total Hours of Instruction:** 2.0

**Description:**

Students will look at different ways to market their products to determine which marketing channel will help them meet their business goals. Students will learn how to interpret specialty crop business analyses to help make marketing decisions.

**Course Outcomes:**

1. Analyze short-term and long-term specialty crop market trends
2. Calculate costs of different marketing channels
3. Design new marketing strategies
4. Investigate underserved markets
5. Distinguish between niche markets and general markets
6. Determine market potential and market saturation