

Course Outline for **SFP1400 — Farm Marketing and Management**

Credits:	3 (3/0/0)
Description:	This course is an introduction to concepts, strategies and technology for farm planning, economic accounting systems and marketing techniques.
Prerequisites:	(None)
Corequisites:	(None)
Competencies:	<ol style="list-style-type: none">1. Perform competitive analysis.2. Develop short-term and long-term goals for farm enterprise.3. Research market opportunities.4. Develop farm product promotional materials for consumer direct sales.5. Compare consumer direct marketing techniques.6. Demonstrate knowledge of accounting and record-keeping systems.7. Apply sales and customer service techniques.8. Assess human resource strengths and weaknesses.9. Propose a business plan for a farm start-up enterprise.10. Use e-commerce tools.
Goal Areas:	(None)