AGRI1400 - 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:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	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.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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