

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:	 Perform competitive analysis. Develop short-term and long-term goals for farm enterprise. Research market opportunities. Develop farm product promotional materials for consumer direct sales. Compare consumer direct marketing techniques. Demonstrate knowledge of accounting and record-keeping systems. Apply sales and customer service techniques. Assess human resource strengths and weaknesses. Propose a business plan for a farm start-up enterprise. Use e-commerce tools.
MnTC goal areas:	None

^{*}Can be taking as a Prerequisite or Corequisite.