

## 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:	<ol style="list-style-type: none"> <li>1. Perform competitive analysis.</li> <li>2. Develop short-term and long-term goals for farm enterprise.</li> <li>3. Research market opportunities.</li> <li>4. Develop farm product promotional materials for consumer direct sales.</li> <li>5. Compare consumer direct marketing techniques.</li> <li>6. Demonstrate knowledge of accounting and record-keeping systems.</li> <li>7. Apply sales and customer service techniques.</li> <li>8. Assess human resource strengths and weaknesses.</li> <li>9. Propose a business plan for a farm start-up enterprise.</li> <li>10. Use e-commerce tools.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.