

Western Technical College

10006152 Agribusiness Sales and Marketing

Course Outcome Summary

Course Information

Description	Students will develop a product or service marketing plan and execute a sales promotion. Additionally, marketing of agricultural products and risk management using futures and forward marketing will be discussed.
Career Cluster	Agriculture, Food and Natural Resources
Instructional Level	Associate Degree Courses
Total Credits	4.00
Total Hours	108.00

Types of Instruction

Instruction Type	Credits/Hours
Lecture	2 CR / 36 HR
Lab	2 CR / 72 HR

Course History

Last Approval Date	1/11/2016
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Textbooks

No textbook required.

Core Abilities

- Demonstrate ability to think critically.**
Status Active
- Demonstrate ability to value self and work ethically with others in a diverse population.**
Status Active
- Make decisions that incorporate the importance of sustainability.**
Status Active

4. **Transfer social and natural science theories into practical applications.**
Status Active
5. **Use effective communication skills.**
Status Active
6. **Use technology effectively.**
Status Active

Program Outcomes

1. **Develop an Agribusiness management plan**
Type TSA Status Active

Summative Assessment Strategies

- 1.1. Case Study

Criteria

- 1.1. learner determines available business resources
- 1.2. learner utilizes goal-setting strategies
- 1.3. learner analyzes financial statements
- 1.4. learner identifies business organizational structures
- 1.5. learner documents an emergency contingency plan
- 1.6. learner identifies methods of managing risk
- 1.7. learner defines a mission and/or vision statement
- 1.8. learner applies ethical and professional behavior in the agribusiness industry

2. **Apply economic and marketing strategies to Agribusiness Industry**
Type TSA Status Active

Criteria

- 2.1. learner researches market potential
- 2.2. learner develops a marketing plan
- 2.3. learner differentiates the relationship of cash and futures commodity markets
- 2.4. learner develops a sales presentation
- 2.5. learner identifies risk management strategies

3. **Apply relevant technologies**
Type TSA Status Active

Criteria

- 3.1. learner investigates technologies in agribusiness
- 3.2. learner applies technology effectively
- 3.3. learner uses technology safely

4. **Interact as a professional in Agribusiness**
Type TSA Status Active

Criteria

- 4.1. learner identifies proper attire for career
- 4.2. learner demonstrates effective oral and written communication
- 4.3. learner identifies professional organizations in agribusiness
- 4.4. learner adheres to ethical standards
- 4.5. learner applies interpersonal communication skills
- 4.6. learner develops a professional continuous improvement plan
- 4.7. learner creates an employment portfolio

Course Competencies

1. Examine career opportunities in agribusiness sales and marketing

Domain Cognitive Level Analyzing Status Active

Linked Core Abilities

Demonstrate ability to think critically.
Demonstrate ability to value self and work ethically with others in a diverse population.
Transfer social and natural science theories into practical applications.
Use effective communication skills.
Use technology effectively.

Linked Program Outcomes

Apply relevant technologies
Interact as a professional in Agribusiness

Assessment Strategies

- 1.1. Interview
- 1.2. Self Assessment

Criteria

- 1.1. learner completes an interview with an agricultural sales person
- 1.2. learner completes a self assessment of their personality type
- 1.3. learner identifies different personality types and appropriate methods of making a sale

Learning Objectives

- 1.a. Identify career opportunities in agribusiness sales and marketing
- 1.b. Describe the skills and attitudes critical to employee performance in agricultural sales or marketing
- 1.c. Identify strategies for gaining employment

2. Construct a marketing plan for a product or service

Domain Cognitive Level Applying Status Active

Linked Core Abilities

Demonstrate ability to think critically.
Demonstrate ability to value self and work ethically with others in a diverse population.
Make decisions that incorporate the importance of sustainability.
Transfer social and natural science theories into practical applications.
Use effective communication skills.
Use technology effectively.

Linked Program Outcomes

Develop an Agribusiness management plan
Apply economic and marketing strategies to Agribusiness Industry
Apply relevant technologies
Interact as a professional in Agribusiness

Assessment Strategies

- 2.1. Project

Criteria

- 2.1. The Marketing Plan includes a complete description of the product or service
- 2.2. The Marketing plan explores the strengths and weaknesses of the product or service as it relates to similar products or services.
- 2.3. The Marketing plan includes an analysis of related opportunities to the product or service
- 2.4. The Marketing Plan includes a complete description of the target market (who, where)
- 2.5. A sales plan is developed based on the research of the marketing plan.

Learning Objectives

- 2.a. Explore the strengths, weaknesses, opportunities and threats to the success of the product or service.
- 2.b. Explore the market potential of a product or service within an appropriate target market.

3. Explore the role of commodity marketing in agribusiness

Domain Cognitive Level Applying Status Active

Linked Core Abilities

Demonstrate ability to think critically.
Transfer social and natural science theories into practical applications.
Use effective communication skills.
Use technology effectively.

Linked Program Outcomes

Develop an Agribusiness management plan
Apply economic and marketing strategies to Agribusiness Industry
Apply relevant technologies
Interact as a professional in Agribusiness

Assessment Strategies

- 3.1. Written Product
- 3.2. Case Study

Criteria

- 3.1. Learner can differentiate the roles of speculator's and hedgers
- 3.2. Learner can explain how a futures trading transaction is made
- 3.3. Learner can apply different approaches to risk management through case studies
- 3.4. Learner can locate cash market prices, long and short commodity market prices for grains

Learning Objectives

- 3.a. Examine the role of commodity marketing in risk management
- 3.b. Describe the role of hedgers and speculators in the futures market

4. Explore the differences in marketing and distribution among agricultural products and services

Domain Cognitive Level Applying Status Active

Linked Core Abilities

Demonstrate ability to think critically.
Make decisions that incorporate the importance of sustainability.
Transfer social and natural science theories into practical applications.
Use effective communication skills.
Use technology effectively.

Linked Program Outcomes

Develop an Agribusiness management plan
Apply economic and marketing strategies to Agribusiness Industry
Apply relevant technologies
Interact as a professional in Agribusiness

Assessment Strategies

- 4.1. Written Product

Criteria

- 4.1. Learner compares the marketing of commodity products to commercial products
- 4.2. Learner differentiates between the marketing of supplies, machinery, feed & fertilizer

Learning Objectives

- 4.a. Examine the agricultural supply, machinery and equipment industries
- 4.b. Examine the feed, fertilizer and pesticide industries

5. Demonstrate the skills needed to be successful in agricultural sales.

Domain Cognitive Level Applying Status Active

Linked Core Abilities

Demonstrate ability to think critically.
Demonstrate ability to value self and work ethically with others in a diverse population.
Transfer social and natural science theories into practical applications.
Use effective communication skills.
Use technology effectively.

Assessment Strategies

5.1. Performance

Criteria

- 5.1. Learner determines an appropriate method for selling a product or service
- 5.2. Learner demonstrates effective selling techniques in a sales presentation of a product or service
- 5.3. Learner develops effective written advertisements for a product or service
- 5.4. Learner develops a news release using the correct format

Learning Objectives

- 5.a. Determine the components of an effective sale's presentation
- 5.b. Determine an appropriate method of selling a product or service