

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

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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"><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>
Goal Areas:	(None)