



**South Central College**  
**Program Design**

## **CERT 3164/2114 Agricultural Commodities Marketing**

### **Program Information**

**Instructional Level** Certificate

**Career Cluster** Agriculture, Food & Natural Resources

### **Description**

The Marketing Certificate will provide the education necessary to develop the understanding, knowledge, and skills to market farm commodities. Specific skills include learning the individual marketing options available for producers to market their commodities. Students will also learn how to calculate an accurate cost of production for use in an individualized marketing plan.

### **Program Student Learning Outcomes**

- 1 Develop a commodity marketing plan.
- 2 Implement the commodity marketing plan.
- 3 Evaluate the commodity marketing plan.
- 4 Revise the commodity marketing plan.

### **Program Configurations**

#### **Agricultural Commodities Marketing Certificate (30 credits)**

##### **Credits**

Technical Course 30

**Total Credits** 30

### **Required Technical Courses**

<b>Course #</b>	<b>Course Title</b>	<b>Credits</b>	<b>Function</b>
FBMT 1170	<b>Intro to Farm Commodity Marketing</b>	3	Technical Course
FBMT 1173	<b>Directed Study-Intro to Farm Commodity Marketing</b>	2	Technical Course
FBMT 1180	<b>Applying Commodity Marketing Fundamentals</b>	3	Technical Course
FBMT 1183	<b>Directed Study - Applying Commodity</b>	2	Technical Course

	<b>Marketing Fundamentals</b>		
FBMT 1190	<b>Evaluating Farm Commodity Marketing Tools</b>	3	Technical Course
FBMT 1193	<b>Directed Study - Evaluating Farm Commodity Marketing Tools</b>	2	Technical Course
FBMT 1223	<b>Using System Analysis in Total Farm Planning</b>	2	Technical Course
FBMT 2170	<b>Monitoring Farm Commodity Marketing Plans</b>	3	Technical Course
FBMT 2173	<b>Directed Study-Monitoring Farm Commodity Marketing Plans</b>	2	Technical Course
FBMT 2180	<b>Strategies in Farm Commodity Marketing</b>	3	Technical Course
FBMT 2183	<b>Directed Study-Strategies in Farm Commodity Marketing</b>	2	Technical Course
FBMT 2205-2209	<b>Special Topics in General Farm Management</b>	2	Technical Course
FBMT 2210-2214	<b>Special Topics in Marketing</b>	1	Technical Course

### Program Course List

Number	Title	Credits	Pre/Corequisites
FBMT 1170	Intro to Farm Commodity Marketing	3	None
FBMT 1173	Directed Study-Intro to Farm Commodity Marketing	2	None
FBMT 1180	Applying Commodity Marketing Fundamentals	3	None
FBMT 1183	Directed Study - Applying Commodity Marketing Fundamentals	2	None
FBMT 1190	Evaluating Farm Commodity Marketing Tools	3	None
FBMT 1193	Directed Study - Evaluating Farm Commodity Marketing Tools	2	None
FBMT 1223	Using System Analysis in Total Farm Planning	2	
FBMT 2170	Monitoring Farm Commodity Marketing Plans	3	None
FBMT 2173	Directed Study-Monitoring Farm Commodity Marketing Plans	2	None
FBMT 2180	Strategies in Farm Commodity Marketing	3	None
FBMT 2183	Directed Study-Strategies in Farm Commodity Marketing	2	None

<b>FBMT 2205-2209</b>	<b>Special Topics in General Farm Management</b>	2	None
<b>FBMT 2210-2214</b>	<b>Special Topics in Marketing</b>	1	None