



South Central College

AGEC 2650 Alternative Agriculture and Direct Marketing

Common Course Outline

Course Information

Description	One of the changes taking place in agriculture is an increasing interest in the production of alternative crop and animal enterprises as well as producers selling directly to customers or retailers. This class will examine and evaluate those enterprises and marketing systems. Students will examine the profitability, marketing, and risks of producing an alternative product as well as the resources and information available to assist in developing a plan to produce an alternative product. The opportunities to produce a value-added product will be studied. A close look will be taken of producers currently raising and marketing alternative agriculture products. We will also examine the current factors driving the movement towards local foods and alternative enterprises. (Prerequisite: None)
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Total Credits	3
Total Hours	48

Types of Instruction

Instruction Type	Credits/Hours
Lecture	3/48

Pre/Corequisites

None

Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Outcomes

- 1. Explore the consumer demand and supply for alternatively produced agriculture products.**

Learning Objectives

Define the "buzz words" that are used with food products.

Identify the student's participation in the alternative agriculture market.
Discover the current attitudes and opinions of the public as related to alternative agricultural products.

2. Explore the current alternative agriculture products being produced in Minnesota.

Learning Objectives

Identify farms producing local food products.
Analyze a farm producing an alternative agriculture product.

3. Analyze the political issues related to alternative agriculture.

Learning Objectives

View and discuss a video highlighting the political and social aspects of alternative agriculture.
Evaluate how the current federal farm program influences the farming practices.
Discuss the current political issues associated with production of alternative agricultural products.

4. Evaluate the methods of direct marketing agriculture products.

Learning Objectives

Identify the various methods of direct marketing agricultural products.
Analyze the pros and cons of various methods of direct marketing.
Discover how alternative agriculture producers are using these marketing methods.

5. Evaluate organizations that assist in developing alternative agriculture enterprises.

Learning Objectives

Explore the organizations that offer assistance to alternative products producers.
Question the producers who present to the class about the organizations who helped them.
Critique the operations of the presenters who present to the class.

6. Display professional conduct in the classroom and class activities.

Learning Objectives

Accept responsibility for preparing and attending class.
Participate in class discussions.
Display professional demeanor.

7. Observe alternative agricultural operations practices, products, and production settings.

Learning Objectives

Independently investigate and report on alternative agricultural operations locally and out of state.
Thoughtfully listen, question, and respond to the presenters who present to the class.
Collectively tour and report on area alternative agricultural operations.

8. Observe direct marketing strategies such as price, promotions, place, value propositions, and sales.

Learning Objectives

Describe the techniques direct marketers use to reach customers.
Explain the factors that set direct marketing products apart from other mass marketed items/commodities.

9. Investigate current alternative agricultural operations.

Learning Objectives

Utilize sound web research methods and personal interview/questioning techniques.
Concisely and accurately summarize the findings of your investigation.
Provide a useful personal analysis of the investigation site.

SCC Accessibility Statement

Disability Services provides accommodations and other supports to students with permanent and temporary disabilities that affect their SCC experience. Disabilities may include mental health (anxiety, depression, PTSD), ADHD, learning disabilities, chronic health conditions (migraine, fibromyalgia), sensory disabilities, and temporary disabilities (broken arm, surgery). Common accommodations are extended test time, private room for testing, audiobooks, and sign language interpreter.

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