Course Prefix/Number/Title: HORT 244 – Direct Vegetable Marketing

Number of credits: 1 Semester Credit

Course Description: The course of direct producer-to-consumer marketing includes methods by which growers sell their products directly to consumers. Marketing strategies is alscero discussed. Justification for establishing a direct-producer-to-consumer marketing outlet is based primarily on the producer's desire to increase the financial returns from vegetable production. Business Plan writing in this course assists the grower in developing a good long term plan.

Objectives:

1. To gain an understanding of the different direct marketing options.
2. Identify marketing methods that work best for the student.
3. Develop a marketing research plan.

Pre-/Co-requisites: None

Instructor: Keith Knudson

Office: TBD

Office Hours: 11 – 12 AM – MWF or by appointment

Phone: 701-228-2160

Email: Keith A Knudson

Lecture/Lab Schedule: Two Thursdays – 8 hours each

Textbook(s): Direct Marketing Guide for Producers of Fruits, Vegetables and Other Specialty Products by Charles R. Hall

Course Requirements: Grading will be based on the following to obtain points. There will be 4 lecture quizzes each worth 50 points, a business plan project worth 200 points and a final exam

worth 150 points. Points for quizzes and final exam may be adjusted using a curve method. Total possible points for the course are 550. The final grade is based on the following criteria:

A = 89.5% to 100% of the total points
B = 79.5% to < 89.5% of the total points
C = 68.5% to <79.5% of the total points
D = 59.6% to <69.5% of the total points
F = < 59.5% of the total points

Tentative Course Outline:

	Hours
- Introduction to Direct Marketing	(0.5)
- Overview of Direct Marketing Methods	(1.0)
- Direct Farm to Consumer Considerations	(1.0)
- Developing a Business Plan	(1.0)
- Developing a Profit and Loss Statement	(1.0)
- Determining Startup Costs	(1.0)
- Preparing for your Banker	(1.0)
- Closer Look at Pick Your Own Market	(1.0)
- Road Sign Stands and Farmers Markets	(2.0)
- Community Support Associations (CSA)	(1.0)
- Tour ECH Gardens	(2.0)
- Develop a Business Plan – Project	(3.0)
- Exam	(1.0)
- TOTAL	(16.5)

General Education Goals/Objectives

Not Applicable

Relationship to Campus Theme:

This course is part of our Sustainable Vegetable Production program and it addresses the campus theme of Nature, Technology and Beyond by learning about our natural resources and how best to utilize each resource. Direct Marketing gives consumer a direct channel to the freshest vegetables.

Classroom Policies:

1. Cell phones, iPods and related technology are prohibited in the classroom at all times. It is recommended that you do not bring your cell phone into the classroom or, at the very least, turn it off.
2. Food and beverages are permitted in accordance with IVN classroom policy.
3. Be respectful of other students, instructors and guests.

Academic Integrity:

All students are expected to adhere to the highest standards of academic integrity. Dishonesty in the classroom or laboratory and with assignments, quizzes and exams is a serious offense and is subject to disciplinary action by the instructor and college administration. For more information, refer to the student handbook.

Disabilities and Special Needs:

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact your instructor and Jan Nahinurk in the Learning Center (701-228-5479) as early as possible during the beginning of the semester.