

Course Prefix/Number/Title: HORT 242 – Wholesale Marketing

Number of credits: 1 Semester Credit

Course Description: This course is intended to prepare the vegetable producer with a marketing strategy necessary to compete in the wholesale market.

Pre-/Co-requisites: None

Objectives:

1. To gain an understanding of the different wholesale marketing options.
2. Identify marketing methods that work best for the student.
3. Understand the parts of a business plan and financial statements in preparation for starting a wholesale vegetable business.
4. Develop a marketing plan.

Instructor: Keith Knudson

Office: 519 Main Street, Suite 5; Bottineau, ND 58318; Bottineau Tech Center

Office Hours: 11 AM – 4:50 PM – MWF or by appointment

Phone: 701-228-2160

Email: Keith A Knudson

Lecture/Lab Schedule: Two Thursdays – 8 hours each

Textbook(s): None

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 Wholesale Marketing	(0.5)
- Overview of Wholesale Marketing Methods	(1.0)
- Speaker – Holly Mawby	(2.0)
- Speaker – First District Health Unit	(1.5)
- Marketing Cooperatives	(0.5)
- Restaurant and Institutional Sales	(1.0)
- Direct Store Sales	(1.0)
- Pricing Vegetables	(1.0)
- Developing a Business Plan	(2.0)
- Developing a Marketing Plan	(1.5)
- Determining Startup Costs	(1.0)
- Tour ECH Gardens	(2.0)
- Exam	(1.0)
- TOTAL	(16.0)

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. Marketing methods promote fresh and safe vegetables using technology to inventory and notify wholesalers of available quantities.

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.