



Course Prefix/Number/Title: HORT 262 – Specialty Crop Marketing

Number of credits: 2 Semester Credit

Course Description: This course is intended to prepare the Specialty Crop producer with a marketing strategy necessary to compete in several marketing channels. Establishing marketing outlets is based primarily on the producer's desire to increase the financial returns from specialty crop production. Business Plan writing in this course assists the grower in developing a good long term marketing plan.

Pre-/Co-requisites: None

Objectives:

1. To gain an understanding of the different marketing options..
2. Creation of a business plan and financial statements in preparation for starting a specialty crop business.
3. Develop a marketing plan.

Instructor: Keith Knudson

Office: Room 28, Molberg Center; 105 Simrall Blvd., Bottineau, ND 58318;

Office Hours: By appointment

Phone: 701-228-5489

Email: Keith.a.knudson@ndus.edu

Lecture/Lab Schedule: Online

Textbook(s): This course is an Open Education Resources program. The resource materials required for this course are free. Electronic copies of the resource materials will be made available through this class.

- Wholesale Packing Resource Guide* Author Lesley Sykes (SARE)
- Seven Steps to a Marketing Plan for Horticultural Products* Authors - Karen Mundy, Charles W. Coale, Jr., Susan B. Sterret
- *Direct Marketing Guide for Producers of Fruits Vegetables and Other Specialty Products* - University of Tennessee

Course Requirements: Grading will be based on the following to obtain points. There will be two lecture quizzes each worth 40 points, two forums are worth 20 points each, four assignments worth 100 points, and a final exam worth 50 points. Points for quizzes and final

exam may be adjusted using a curve method. Total possible points for the course are 570. The final grade is based on the following criteria:

- A = 89.5% to 100% of the total points (510 points to 570 points)
- B = 79.5% to < 89.5% of the total points (453 points to 509 points)
- C = 68.5% to <79.5% of the total points (390 points to 452 points)
- D = 59.6% to <69.5% of the total points (339 points to 389 points)
- F = < 59.5% of the total points (<339 points)

| Tentative Course Outline: | Hours |
|---|-------|
| - Introduction to Wholesale Marketing | 0.5 |
| - Overview of Wholesale Marketing Methods | 1.0 |
| - Marketing Cooperatives | 0.5 |
| - Restaurant and Institutional Sales | 1.0 |
| - Introduction to Direct Marketing | 0.5 |
| - Overview of Direct Marketing Methods | 1.0 |
| - Direct Farm to Consumer Considerations | 2.0 |
| - Closer Look at Pick Your Own Market | 2.0 |
| - Road Sign Stands and Farmers Markets | 2.0 |
| - Community Support Associations (CSA) | 0.5 |
| - Work experience (two markets) | 4.0 |
| - Exam | 1.0 |
| - TOTAL | 16.0 |

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s): Attain level of technical skills and practices used in Horticulture Industry in preparation for workplace readiness.

Relationship to Campus Theme:

This course 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.

Student Email Policy:

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity:

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs:

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX:

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.