3/18/2025	DATE	AGR	DIVISION
☑	REQUIRED COURSE	☐	NEW COURSE
☑	ELECTIVE COURSE	☑	REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	AGR-067		**TITLE:** *(30 Characters Max)*		Livestock Merchandising I						
SEM CR HRS:	1.5	**Lecture:**	1.5	**Lab:**	0.0	**ICCB Lab:**	0.0	**ECH:**	1.5		
Course Level:	☐ Gen Ed / IAI ☐ Baccalaureate /Non-IAI ☑ Career/Technical ☐ Dev Ed/ Not in Degree Audit			**Clinical Practicum:**	0.0	**Work-based Learning:**	0.0	**WBL ECH:**	0.0		
Course PCS & CIP:	12 - 01.0901		**IAI Code:**	N/A		**Contact Hours (Minutes/Week)**					
Repeatable (Y/N):	N	**Pass/Fail (Y/N):**	N	**Variable Credit (Y/N):**	N	**Min:**		**Max:**		**16 Wks**	75	**8 Wks**	150
Prerequisites:	None										
Corequisites:	None										
Catalog Description: (40 Word Limit)	This course is a study in the planning and execution of a successful online livestock sale, including topics on the diverse options of merchandising purebred and commercial livestock.										

List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
Conducting an online sale	3.5			
Marketing purebred livestock	6			
Marketing commercial cattle	2			
Conducting a production sale	3			
History of production sales	2			
Executing an online sale	6			
TOTAL	22.5	0	0	0

EVALUATION							
QUIZZES	☑	**EXAMS**	☐	**ORAL PRES**	☑	**PAPERS**	☐
LAB WORK	☐	**PROJECTS**	☑	**COMP FINAL**	☐	**OTHER**	☐

COURSE MATERIALS		
TITLE:	Instructor Developed Resources	
AUTHOR:		
PUBLISHER:		
VOLUME/EDITION/URL:		
COPYRIGHT DATE:		

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Conducting an online sale	3.5	1. Identify marketing demands associated with a successful sale.
Marketing purebred livestock	6	1. Assess the cost of marketing purebred livestock and different avenues breeders use to sell purebred livestock.
Marketing commercial cattle	2	1. Present diverse marketing opportunities to add value to a commercial operation.
Conducting a production sale	3	1. Determine the time, information and overhead involved with a production sale.
History of production sales	2	1. Develop knowledge in the tradition and evolvement of livestock sales.
Executing an online sale	6	1. Identify necessary information to an online sale format.
	22.5	

Outcomes*	At the successful completion of this course, students will be able to:
Course Outcome 1	Determine the diverse merchandizing avenues of the livestock industry.
Course Outcome 2	Coordinate a successful online sale.
Course Outcome 3	Generate necessary information for an online sale.
Course Outcome 4	Identify contacts that can be of benefit to their business.
Primary Laker Learning Competency	Communication: Students communicate through the exchange of information.
Secondary Laker Learning Competency	Creative Thinking & Problem Solving: Students think creatively to solve problems.

**Course and program outcomes will be used in the software for outcomes assessment and should include at least 1 primary and 1 secondary Laker Learning Competency. Limit*