



Farming: Pencil To Plow 2017 Course Outline

CLASS DATE	TOPIC	SESSION READING ASSIGNMENT
February 7, 2017	Course Overview Develop Mission Statement, Goals, and Objectives	
February 14, 2017	Components of Business Plans Business Planning Process Developing Customer Profiles	Session 1 & 2
February 21, 2017	Business Entities Agriculture Insurance Developing Customer Profiles Exercise	Session 3 & 4
February 28, 2017	Market Research and Analysis Recordkeeping	Session 5
March 7, 2017	Commercial Lending Process Budgeting	Session 7 & 9
March 14, 2017	4 P's of Marketing Goal Setting	Session 6
March 21, 2017	Cash Flow Cycle Individual Business Plan Summary Presentations	Session 8
March 28, 2017	Social Media 101 Web Design 101 Individual Business Plan Summary Presentations	
April 4, 2017	Graduation Ceremony	