

Texas Risk Management Education Program

MCC - 7

Suggested Marketing Club Lessons

Having a schedule of lesson plans for marketing club meetings can facilitate the educational process by making members aware of the topics to be covered and allowing members to study ahead of time and prepare questions. In addition, club members can anticipate an end to the club once the set of lessons have been covered.

In the following pages are two sets of example lesson plans utilizing the Risk Management Education Curriculum Guide as reference material. The first set of lessons are for a beginning club and the second is for an advanced or second year club. The primary focus of the beginning club is the marketing plan and all its components. Each lesson covers a facet of the components. Sixteen lessons are listed. The leader and facilitator should choose enough lessons from this list to cover a lesson at each of the marketing club meetings. The lesson plan that is right for your marketing club will depend on the level of expertise among the members, the type of commodities they produce, what they want to learn, and the expected life of the club (number of times the club will meet). The example lesson plan schedule may be useful to the marketing club leader in developing lesson plans for his/her marketing club.

The second list is targeted to an advanced or second year club. The primary focus of this set of lesson plans is advanced marketing strategies. Ten lessons are suggested. The club leader and facilitator can determine if the list is right for their club.

The Risk Management Curriculum Guide can be obtained from your county Extension agent, Extension Economists, or on the internet at
<http://agecoext.tamu.edu/resources/library/risk-management-curriculum-guide.html>

Beginning Marketing Club

Suggested List of Lessons to be Covered Utilizing the Risk Management Education Curriculum Guide

Lesson Plan	Subject	Reference Material	Publication Number
1	Organizing A Marketing Club	Organizing a Marketing Club	RM2-34.0
2	Develop A Marketing Plan	Developing a Marketing Plan	RM3-3.0
3	Develop Budget, Break-Even, and Target Price	Enterprise Budgets	RM3-10.0
4	Market Information	Obtaining and Utilizing USDA Market & Production Reports	RM2-11.0
5	Market Fundamentals	Market Fundamentals	RM2-9.0
6	Price Seasonality	Seasonality and Its Effects on Crop Markets How to Construct a Seasonal Index Livestock Seasonal Price Variation	RM2-5.0 RM2-6.0 RM2-7.0
7	Forward Cash Contracts	Forward Cash Contracts	RM2-10.0
8	Introduction to Futures Markets	Introduction to Futures Markets	RM2-1.0
9	Basis	Knowing and Managing Grain Basis Livestock Basis	RM2-3.0 RM2-4.0
10	Hedging with Futures	Selling Hedge with Futures Buying Hedge with Futures	RM2-14.0 RM2-15.0
11	Introduction to Options	Introduction to Options	RM2-2.0
12	Introduction to Options (continued)	Factors Affecting Option Premium Values	RM2-29.0
13	Working with a Broker	Selecting and Working with a Broker	RM2-8.0
14	Hedging with Put Options	Hedging with a Put Option	RM2-12.0
15	Post-Harvest Marketing	Post-Harvest Marketing Alternatives	RM2-30.0
16	Crop Insurance	Multiple Peril Crop Insurance (MPCI) Crop Revenue Coverage (CRC) Crop Insurance Terms	RM4-6.0 RM4-8.0 RM4-11.0

Advanced Marketing Club

Suggested List of Lessons to be Covered Utilizing the Risk Management Education Curriculum Guide

Lesson Plan	Subject	Reference Material	Publication Number
1	Review the Futures Markets	Selling Hedge with Futures Buying Hedge with Futures	RM2-14.0 RM2-15.0
2	Review the Options Markets	Hedging with Put Options	RM2-12.0
3	Minimum Price Contracts	The Minimum Price Contract	RM2-17.0
4	Basis Contracts	Basis Contracts	RM2-16.0
5	Windows	The Window Strategy with Options	RM2-18.0
6	Bear Put Spreads	Using a Bear Put Spread	RM2-19.0
7	Bull Call Spreads	Using a Bull Call Spread	RM2-20.0
8	USDA Information	How USDA Forecasts Production and Supply/Demand	RM2-37.0
9	Technical Analysis of the Markets - Trends	Technical Analysis of Commodity Markets: Emphasis on Bar Charts	RM2-24.0
10	Technical Analysis of the Markets - Formations	Technical Analysis of Commodity Markets: Emphasis on Bar Charts	RM2-24.0
11	Technical Analysis of the Markets - Moving Averages	Technical Analysis: Alternatives to Chart Analysis	RM2-25.0
12	Technical Analysis of the Markets - Relative Strength Index (RSI)	Technical Analysis: Alternatives to Chart Analysis	RM2-25.0