

## What will my involvement in the course entail?

This is a highly interactive course that engages you in a variety of activities over a four week period. Each week's activities are done in two parts:

- **Part 1: Research & Preparation**

You are given assignments to work on during the week specifically related to gathering information about your local market, knowing your customer and preparing materials to aid in your marketing conversations with producers. You will submit your material to the instructor for review.

- **Part 2: On-Line Discussion**

An on-line meeting is schedule each week to meet and interact with your instructors and other students in the class. During these meetings the results of the week's coursework is reviewed and is followed by instructor facilitated conversations between students regarding a variety of topics related to improving communications with producers.

The objective is that when you are done with the course you leave with current information, up dated materials and fresh ideas that energize your grain origination efforts and result in more targets and the buying of more bushels at profitable levels for all!

## How do I participate in the weekly meetings?

The weekly meetings are connected via GotoWebinar software which you download on your PC, tablet or mobile phone. Instructions for using the meeting software is provided upon registration.

To get the best experience from the live meeting portion of the class it is recommended that you attend via a hardwired internet connection and be prepared to take part in conversations using a webcam and VOIP or telephone connection. A tablet or mobile phone with camera and headphones/microphone over WIFI may be used but reliability of connection will be dependent on the strength of your signal.

It is a must that you attend the meetings from a quiet location with limited background noise.

## How long are the meetings?

Plan for the meeting to last two hours. It may be a shorter length of time depending upon the amount of participation but will never run longer than the scheduled two hours.

To get the most from the course plan to give these meetings your undivided attention. It is recommended you choose a place where you will have no interruptions. Ask your employer for the necessary time to commit to the class.

**What if I miss a class?**

This format works best with your participation in all meetings. However, we realize there are things that come up unexpectedly. If you can't participate in one of the live sessions they will be recorded for later viewing.

**What's the cost?**

This class is a part of the Grain Merchant Certification program. WCC participant rate is \$200 per person for all GMC courses.

**Do I have to have taken the Farm Marketing Essentials course before taking this course?**

No. It is helpful to have taken the Farm Marketing Essentials course to have the foundational understanding of profit based marketing. However, it is not a prerequisite and may be taken as a standalone class.

**Is this the same as the Farm Marketing Specialist Certification?**

This is one of three courses that comprise the Farm Marketing Specialist Certification. This course is required for those seeking certification but also may be taken as a standalone course for those who are not on the Farm Marketing Specialist career path.

**What are the start dates for the course?**

There are three start dates for you to choose from this summer. Each session runs over a four week period.

- May 15 – June 9
- June 19 – July 14
- August 7 – September 1

**When do the live calls take place?**

[Click this link](#) for the schedule of the live call dates and times for each session.

**How do I register for the course?**

You can register and get more information about the course at this link: [http://www.gmcertification.com/GMC\\_FarmCommunication.aspx](http://www.gmcertification.com/GMC_FarmCommunication.aspx)