

# **GRAIN MARKETING SHORT COURSE**

**JANUARY 20 – FEBRUARY 6  
2004**

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## **WEEK 1 JANUARY 20 – JANUARY 23**

- ❖ Introduction to marketing
- ❖ Understanding and interpreting basis and basis patterns
- ❖ Using basis to evaluate storage decisions
- ❖ Introduction to a futures hedge
- ❖ Using forward contracts

## **WEEK 2 JANUARY 26 – JANUARY 30**

- ❖ Introduction to futures options
- ❖ Using options as a substitute for grain storage
- ❖ Evaluating the quality of minimum price contracts
- ❖ Comparing futures and cash marketing strategies

## **TAKE HOME MID-TERM JANUARY 28**

## **WEEK 3 FEBRUARY 2 – FEBRUARY 6**

- ❖ Identifying timing opportunities in marketing
- ❖ Evaluation of historical price charts
- ❖ Introduction to price forecasting
  - Fundamental analysis
  - Technical analysis
- ❖ Development of a marketing plan
- ❖ Summary and Review

## **COMPREHENSIVE FINAL EXAM FEBRUARY 6**