

Master Marketer Program - \$350

Registration begins September 15, 2018.
Applications will be accepted for up to 60 participants or until

January 20, 2019

Please register at the link below:

<https://agriliferegister.tamu.edu/productListingDetails/2661>

Questions call:

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mastermarketer.tamu.edu

Master Marketer graduates report a consistent increase in their understanding and willingness to use marketing concepts ranging from budget analysis, developing a marketing plan, general risk management, and crop and livestock marketing strategies. To date, surveys of over 1,000 Master Marketer graduates since 1996 attribute increased returns on average of 4.7% or \$34,806 per participant per year to the Master Marketer program.

What is Master Marketer?

Master Marketer is a risk management curriculum made up of 64 hours of intensive marketing education conducted over 8 weeks, focused on increasing comprehension of key marketing concepts. The goal is to equip participants to develop a marketing plan, adopt good marketing practices, and increase the use of basic tools of market analysis (e.g., fundamentals, seasonals, technicals) with the goal of increasing gross farm revenue by 2.5 to 5%.

When:

Leveling Workshop: Tuesday, January 22

Session I: Wed., Jan. 23 – Thur., Jan. 24

Session II: Wed., Feb. 6 – Thur., Feb. 7

Session III: Wed. Feb. 20 – Thur., Feb. 21

Session IV: Wed., March 6 – Thur., March 7