

## General Course Syllabus

**Department:** Agriculture  
**Discipline:** Agriculture Communications  
**Course Number:** 2374  
**Course Title:** Introduction to Agriculture Communications  
**Credit: 3      Lecture: 3      Lab: 0**  
**Prerequisites:** None  
**Available Formats:** Conventional  
**Campuses:** Levelland  
**Textbook:** Online and Program material  
**Supplies:** Blackboard and computers will be used extensively.

**Course Specific Instruction:** Supplement material and data will be assigned with the Blackboard learning system or assigned web sites at various stages within the course.

**Course Description:** The student will be introduced to effective communication methods in the Agricultural Industry. The History and development of mass communications and its application in Agriculture will be explored. Students will be introduced to methods in oral expression, writing, research, photography, graphics, and public relations.

**Course Purpose/Rational/Goal:** Agricultural Communicators use the mass media to reach large, diverse, and specialized audiences with information about global agriculture. Their audiences are both Agricultural and non-agricultural in nature. Students will be given an overview of the various careers in agriculture communications.

**Course Requirements:** To maximize the potential to complete this course, a student should attend all class and laboratory meetings, take notes, participate in class, and complete all homework assignments and examination including final examinations.

**Course Evaluation:** Please refer to the instructor's course information sheet for specific items used in evaluating student performance.

**Attendance Policy:** Regular class attendance is required of all students. When an unavoidable reason for class absence arises, an official college trip or activity, the student is allowed to make up work missed within one week after missing class. In case of students missing every class during any fourteen consecutive calendar-day periods, the office of student relations will be notified and could be dropped from the class as determined by the instructor.

**Student Learning Outcomes / Competencies:**

Upon completion of this course and receiving a passing grade, the student will be able to define and understand the practical application of the following:

1. To identify purposes and types of professional communication.
2. To examine specific components of the listening process in communication.
3. To effectively communicate in interviews and presentations.
4. To effectively apply appropriate etiquette and social responsibilities in communication.
5. To illustrate how to organize information.
6. To interpret the effects of non-verbal communication.
7. To define digital communication
8. To outline appropriate media to deliver digital products and communication.
9. To evaluate graphic design and editing concepts
10. To demonstrate the use of various research strategies for obtaining information.
11. To apply the appropriate use of grammar, spelling and punctuation rules.
12. To identify various components of a speech.
13. To recognize the appropriate presentation technique when presenting in a formal or informal setting.
14. Adapt language for audience, purpose, situation and intent.
15. Analyze audience, occasion and purposes of speaking occasions.
16. To understand the strategies used when making a presentation.
17. To understand the purpose of groups and leadership's role within them.

**Course Topics:**

**Section 1: Introduction to Agriculture Communication**

**Section 2: Communication Styles**

**Section 3: Digital Communications**

**Section 4: Researching Strategies**

**Section 5: Written Communication**

**Section 6: Public Speaking Basics**

**Section 7: Leadership Styles**

**Section 8: How to conduct a meeting**

**Accommodations:**

**EQUAL OPPORTUNITY:** South Plains College strives to accommodate the individual needs of all students in order to enhance their opportunities for success in the context of a comprehensive community college setting. It is the policy of South Plains College to offer all educational and employment opportunities regardless of race, color, national origin, religion, gender, disability, or age.

**ADA Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

**Note to students with disabilities:** If you have a disability-related need for reasonable academic adjustments in this course, provide the (Instructor) with a letter of accommodation from Disability