

Orientation to Agricultural Communication **AGC 102 – 2 units**

Instructor:

Lecture:

Office:

Phone:

Email:

Office Hours:

Course Description:

AGC 102 Orientation to Agricultural Communication (2)

Orientation to the communication sector of agriculture. Overview of professional opportunities and skills needed for success in agricultural communications. Development of a planned program of study. 2 lectures.

Tentative Schedule of Topics:

- 9/20** Introduction, Assignments, Grading
Assignment: AgComm interest form due: 9/22
- 9/22** History of Communication/A Total Communication Program (Activities)
Assignment: Create/maintain a blog
- 9/27** Writing – Foundation for this and future classes
Assignment: Biography for file due: 9/29
- 9/29** A four year plan – Just how am I supposed to graduate?
Assignment: tentative 4 year plan due: 10/4
- 10/4** Classmate interview - Advising
Attendance Assignment: One interesting Fact - Classmate
- 10/6** The scope of Agricultural Communication/Segments of the Profession/Career Considerations – **Presentation Details**
- 10/11** Putting Your Best Face Forward – hints on public speaking
Due: Presentation Topic/Date/Presenters
- 10/13** Professional Portfolios – hand out department portfolios

- 10/18** Some Thoughts on Agricultural Communication

- 10/20** Library Resources

- 10/25** Communicating Ag to the General Public/Communicating in an electronic World

- 10/27** Getting involved – Clubs, Enterprise Projects, Experiential Learning
Assignment: Integral Assignment – meeting due: 11/22

- 11/1 Presentation Day
 - 11/3 Presentation Day
 - 11/8 Presentation Day
 - 11/10 Presentation Day
 - 11/15 Presentation Day
 - 11/22 **Open**
 - 11/24 **Academic Holiday**
 - 11/29 **Field Trip**
 - 12/1 Review for Final (Electronic Review) – Course Evaluation
- Final Exam: Section 01 – Friday, December 10 (7:10-10:00)**
Section 02 - Monday, December 6 (10:10-1:00)

Grading Policies:

Assignments:	Pts.
Ag Comm Interest Form	50
Biography	100
Blog	100
4 year plan	100
Integral Assignment (Meeting)	100
Other:	
Attendance	100
Field Trip -or- Write-up*	100
Advisement Session	100
Review Game	50
Final Exam	<u>200</u>
Total	1000

* If you are unable or choose not to attend the field trip, you may attend a second meeting of your choice and write a 1-2 page paper about what was discussed/covered at the meeting.

Final Grades:

93%-A, 90%-A-, 88%-B+, 84%-B, 80%-B-, 78%-C+, 74%-C, 70%-C-, 68%-D+, 64%-D, 60%-D-, 60% and below F

Attendance Policy:

Attendance and participation are very important aspects of this course. I will not take formal attendance every meeting, but I will randomly take attendance. Each will count for 10 points toward your grade. This will make up 10 percent of your class grade (100 pts).

Integral Assignment:

You will need to attend and participate in an ag related meeting of your choice – CFFA, ACT, LIA, ATA (check board for dates). You may also choose to attend an alternate meeting with the instructor’s approval.

Advisement Session:

You will need to make an appointment with your assigned advisor to plan your four-year curriculum. This is a good chance to get to know your advisor as well. You will need to turn in a copy of your “four year plan” in order to receive the available points for this assignment.

Presentation:

You will prepare a formal presentation for the class on a current issue in agriculture of your choice. You may present alone or in a group of no more than three students. The issue must be of importance to the agriculture industry in California. You will receive more information on the presentation during a class meeting.

Note:

All assignments are due at the **beginning** of class. Any late assignment will be docked 10% per class meeting. Any assignments more than 1 week late (2 class meetings) will receive a grade of “0”. Students are responsible for all course notes. If you miss class, you are responsible for getting the notes or assignments from a classmate. Please do not ask me for a copy of the notes.

Other Considerations:

Accommodation for students with disabilities:

If you have a disability that may require assistance or accommodation, or you have questions related to any accommodations for testing, note takers, readers, etc., please speak with me at the beginning of the quarter.

Maintaining high ethical standards is of utmost importance in this class. It should also be a priority for all students in their personal and professional lives outside of school. You will be responsible for following the University Honor Code and being familiar with the University’s policy on cheating/plagiarism. Any breach of this code or any incidence of cheating or plagiarism will result in a failing grade in the class at a minimum. The breach will also be reported to the appropriate authorities in the College of Agriculture, Food and Environmental Science.

Tobacco use of any kind is prohibited in class.

Food and drinks of any kind (even closed bottles) are prohibited in this classroom (especially during the use of classroom computers).

You are expected to respect your classmate's right to learn. The instructor of this course has the right to ask anyone interfering with that right to leave. Also out of respect to your fellow classmates, please silence all electronic devices before entering the room. Please make every effort to arrive on time, but if you are late, enter the room as quietly as possible so as not to interrupt the lecture.

I reserve the right to make changes to any policy as the need arises.

Learning Outcomes:

1. Students will understand the scope of agricultural communication locally, statewide, and across the nation.
2. Students will be able to demonstrate they know the purpose behind and be able to write a short press release.
3. Students will be able to write a short feature article.
4. Students will demonstrate their ability to utilize computer hardware and software appropriate to the agricultural communication industry.
5. Students will be able to create a four-year study plan in agricultural communications.