

SOUTHEAST COMMUNITY COLLEGE
ADVANCED TECHNOLOGIES AND SKILLED TRADES DIVISION
AGRICULTURE MANAGEMENT & PRODUCTION
JANUARY 6, 2026

I. CATALOG DESCRIPTION

Course Number: AGRI1102
Course Title: Intro to Agriculture Communications
Prerequisite(s): None

Catalog Description: Students will learn about the history and practice of agricultural communication, the role of the media in agriculture and related fields, and careers. Students will then practice the fundamental skills of agricultural news writing and other communication methods in classroom activities. This class will provide an overview of agricultural communication careers, networking in the agricultural communications industry, and commonly used software tools in agricultural communications.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A.** Assess an audience and situation so as to adapt verbal and nonverbal messages to best meet the needs and expectations of the audience.
- B.** Competently communicate messages-both verbally and nonverbally-to a variety of audience types and in a variety of situations.
- C.** Collect, identify, interpret and analyze data to develop appropriate marketing messages.
- D.** Discuss issues from a global perspective.
- E.** Use digital technology effectively to access, manage, integrate, evaluate, and present information.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. STUDENT LEARNING OUTCOMES: *The student will be able to:*

- 1. Apply principles of public relations writing to plan and write a variety of materials.
- 2. Research and gather information for a blog post and social media posts using appropriate methods.
- 3. Compose a good photograph and caption.
- 4. Explore possible careers in the agricultural communication field.

B. GENERAL EDUCATION LEARNING OUTCOMES

GELO #2: Written Communication

Outcomes:

- 1. Identify and evaluate evidence from a variety of printed, visual, and electronic sources.
- 2. Use content and style appropriate to a given audience.

IV. CONTENT/TOPICAL OUTLINE

- A. Assignment photo and caption
- B. Assignment blog post
- C. Assignment news release
- D. Assignment radio advertisement
- E. Assignment social media campaign
- F. Assignment career infographic
- G. Assignment expert interview and presentation

V. INSTRUCTIONAL MATERIALS

Required Text(s): Agricultural Communications in Action: A Hands-On Approach, by Ricky Telg, Tracy Anne Irani; ISBN-10: 9781111317164

Other Resources: Handouts as provided.

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Methods of presentation typically include a combination of the following:

- 1. Lecture
- 2. Group discussion
- 3. Student prepared presentation
- 4. Guest speakers
- 5. Transparencies, handouts, videos, PowerPoint
- 6. Demonstrations
- 7. Outline web resources
- 8. Fieldtrips (in and out of class)

VII. METHODS OF EVALUATION

A. Methods of evaluation typically include a combination of the following:

- 1. Quizzes, tests and exams
- 2. Skills project and exam
- 3. Daily evaluation and participation

SCC STANDARD GRADING SCALE POLICY:

A+ 95-100	C+ 75-79
A 90-94	C 70-74
B+ 85-89	D+ 65-69
B 80-84	D 60-64
	F Below 60

VIII. SPECIFIC COURSE REQUIREMENTS:

- A. Attendance is required for success in this course.
- B. Regular and punctual attendance is expected for class.
- C. The attendance policy outlined in the Southeast Community College Student Handbook will be followed.
- D. In addition to the college's attendance policy, the following are specific program requirements:
 - 1. It is the student's responsibility to notify the instructor prior to an expected absence and each day for unexpected absences.