

SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
AGR 110S AGRICULTURAL COMMUNICATIONS & MARKETING
3 CREDIT HOURS

COURSE DESCRIPTION

Exploration into agricultural communications and marketing with a focus on basic economic principles, marketing and sales ideology and techniques, as well as effective written and oral communication.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
2	1. Explain the current relevance of historical developments in agriculture communications.	5, 6
4	2. Analyze communication concepts and principles and support the use of proper writing skills and techniques.	1
2	3. Explain how to effectively communicate in professional situations.	1, 9
4	4. Analyze and discuss effectively major issues in the agricultural industry.	1, 3, 10
5	5. Justify the need for sound economic principles in the marketing of agricultural goods.	2, 7
4	6. Compare and contrast the various communication methods and mediums used to communicate and market agricultural information.	3, 11
5	7. Develop a marketing plan.	9, 6, 11
5	8. Identify and describe basic personality traits and illustrate the value of this information with regards to the marketing and sales of agricultural goods.	4, 5
4	9. Examine the role of professional sales in agribusiness and infer its importance.	3, 5, 9
3	10. Develop an understanding of how mass media covers agriculture.	3, 5

CORE VALUES

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Overview and definition of agricultural communications and marketing
2. Historical development in agricultural communications and marketing
3. Concepts and Principles of Communications
4. Media
5. Basic agricultural economics
6. Marketing Plans
7. Personality Traits
8. Professional Sales
9. Marketing Demonstrations