***Reedley College Animal Science Program***

**Course Syllabus – Spring 2021**

Course Number & Name: AS 40 – Livestock Exhibition and Marketing

Section Number: 56325 (Lopes) 56326 (Suggs)

Instructors: David M. Lopes and Kameron Suggs

Instructor Phone Number: 559-638-0319

Instructor Email: david.lopes@reedleycollege.edu and kameron.suggs@reedleycollege.edu

Preferred Method of Contact:

E-mail. I check email messages frequently most days. I will usually return messages within 24 hours.

Office Location: LSH 2 (south end of the classroom building west of the greenhouses)

Office Hours:

Mondays and Wednesdays from 10:00 am to 11:00 am (via Zoom)

Tuesdays and Thursdays from 9:00 am to 10:00 am (via Zoom)

Fridays from 1:00 pm to 2:00 pm (on campus or via Zoom)

Class Meeting Schedule:

This is an 18-week course that will be meeting 100% face-to-face for both lecture and lab this semester.

Lectures will meet from 2:00 pm to 2:50 pm every Friday.

Labs will meet from 3:00 pm to 5:50 pm every Friday.

Class Meeting Location:

Lectures will meet in AGR 2.

Labs will meet at the Pavilion.

Cancelled Class Notification:

In the event that class must be cancelled, the instructors will notify students via CANVAS email. The Division C Administrative Assistant will also be notified. This will result in a ‘Notice of Cancelled Class’ being posted to the Reedley College Website as well as a ‘Class Cancelled Sign’ being posted on the classroom door.

Use of CANVAS:

CANVAS is the course management system used by Reedley College and many other colleges and universities. Some components of this course will be administered through CANVAS. On-line tutorials on how to use CANVAS are available to students.

Holidays:

Holidays will be observed as per the State Center Community College District Schedule. Holidays this semester include:

* January 18 (Monday): Martin Luther King Day
* February 12 (Friday): Lincoln Day
* February 15 (Monday): Washington Day
* March 29 - April 2: Spring Break

Drop Deadline:

The last day that a student can be officially dropped from this course is Friday, March 12th. After this date, a student must receive a grade.

Final Exam Date:

The final exam for this course will be open on CANVAS from Monday, May 17th through Wednesday, May 19th. The exam will close at 11:59 pm on Wednesday, May 19th.

Course Prerequisites: None. There are no prerequisites for this course.

Course Co-requisites: None. There are no co-requisites for this course.

Course Advisories:

Course Units: 2 (based on 1 lecture hour and 3 lab hours per week)

Text and Other Course Materials:

There is no text for this course.

Supplemental References:

Several references will be supplied in the form of links to various websites and videos. These will be provided primarily through CANVAS. In addition, various printed publications (including breed association magazines, AI catalogues, and sale advertisements) may be shared in class.

Assessment and Grading:

Assessments of student learning will include weekly laboratory reports, skill demonstrations, written assignments, marketing event participation, and the final exam. The instructor reserves the right to develop and administer other forms of assessment as determined necessary. Students in this course can expect a minimum of one graded assessment each week. The final exam will be comprehensive in nature.

The final grade for this course will be weighted as follows:

25% Pre-Show Participation (based on lab reports)

25% Show Event Participation (based on skill demonstration)

25% Post-Show Participation (based on lab reports and marketing event)

25% Final Exam

The grading scale for this course is as follows:

A = 90 to 100%

B = 80 to 89%

C = 70 to 79%

D = 60 to 69%

F = under 60%

All grades for this course will be posted to CANVAS.

Attendance Requirements:

* Attendance is required.
* Students are responsible for obtaining notes/information missed due to an absence from the instructor.
* Please notify the instructor if you know in advance that you will be absent from class.
* College policy dictates that an instructor may drop a student with two consecutive weeks of unexcused absences.
* At the end of the 9th week of instruction, no withdrawals are permitted and the student must receive a grade.
* Make up tests and assignments will only be allowed for emergency situations and pre-excused absences.

Behavioral Standards:

All students are expected to act in a mature, responsible manner that respects the rights of all other students, the instructor, and any guest presenters that may participate in the class. All cell phones and other electronic gadgets that may cause distraction are to be turned “off” or kept on “silent” during lecture. If participating in a Zoom meeting, please keep your microphone on ‘mute’ unless you have a question or something to share.

Cheating and Plagiarism:

In keeping with the philosophy that students are entitled to the best education available, and in compliance with Board Policy 5410, each student is expected to exert an entirely honest effort toward attaining an education. Violations of this policy will result in disqualification for the course.

Accommodation Statement:

If you have a verified need for an academic accommodation or materials in alternate media (i.e., Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me as soon as possible.

Course Description:

This course covers the subject of shows and sales as applied to various species of livestock. Emphasis will be placed on animal handling techniques, grooming and fitting of livestock, showmanship skill development, animal health management, show and sale rules and entry procedures, and marketing of animals. Students will be required to participate in an intercollegiate livestock show competition and at least one marketing event. This course may be repeated 3 times. (A, CSU)

Student Learning Outcomes:

Upon completion of this course, students will be able to:

1. Apply a high level of work ethic, time management skills, and teamwork to the attainment of group goals and objectives
2. Apply safe and ethical animal handling techniques to the management, care and exhibition of a selected species of livestock
3. Perform basic care and management procedures required for the optimal growth and development of a selected livestock species.

Course Learning Objectives:

In the process of completing this course, students will:

1. Work in group settings to establish and accomplish team goals.
2. Monitor animal growth performance through recording weekly weights.
3. Identify and correctly utilize the facilities, equipment, tools, and supplies needed for the successful management, care, and exhibition of a selected livestock species.
4. Compete in at least one statewide collegiate livestock exhibition during the course of the semester (one held at the Fresno Fair in October of every year and one held at the Porterville Fairgrounds in March of every year).
5. Determine the appropriate division and class categories (by species, age, and purpose) for a selected species of livestock by using a fair premium book.
6. Train, feed, groom and prepare livestock for exhibition.
7. Discuss major issues, trends, and challenges facing the livestock show industry.
8. Complete and submit livestock show entries.
9. Select animals that are appropriate for show projects by evaluating strengths and weaknesses in conformation.

Course Topic Outline

Course lecture topics will be arranged into units of instruction (i.e. ‘Modules’) in CANVAS.

1. Course Orientation
2. Evaluation & Selection Of Show Project Animals
3. Livestock Training And Handling
4. Show Animal Management
5. Exhibiting Livestock at a Fair or Show
6. Livestock Marketing
7. Final Exam Week

**First Assignment - Course Policies Contract**

**Instructions:**

1. Read the following course policies. Let the instructor know if you have any questions or need clarification.
2. Go to the assignment titled “Course Policies Contract” located in the ‘Assessments’ folder in Module #1 – Course Orientation in CANVAS.
3. Answer the questions indicating that you have read and understand the syllabus and policies for this course.

**Course Policies & Expectations for AS 40 – Livestock Exhibition & Marketing:**

***Students are expected to understand the following basic information about this course:***

* This is an 18-week course that consists of both lecture and lab instruction.
* The format of instruction for this course is 100% face-to-face for this semester, unless unforeseen circumstances (e.g. a change in COVID restrictions) result in a change of format.
* Although this course mostly involves learning and practicing “hands on” skills, some components of this course will be administered through CANVAS, the online course management system utilized by Reedley College.
* Students can expect to be required to submit at least one graded assessment (e.g. lab report) each week.
* “Attendance” for this course will be determined by student submission of weekly assessments. Failure to submit required assessments for two consecutive weeks during the first nine weeks of instruction can result in a student being dropped from the course.
* Students are not required to purchase a textbook for this course.
* The final grade for this course will be weighted as follows:
	+ 25% Pre-Show Course Participation
	+ 25% Show Event
	+ 25% Post-Show Course Participation
	+ 25% Final Exam (comprehensive)

***What students can expect from the instructor:***

***The instructor will endeavor to provide a quality learning experience by…***

* Providing an equitable learning environment that respects the diversity of the class, campus, and community.
* Treating students with respect and fairness.
* Being available during office hours (and/or other times, by arrangement, if needed) to address any student questions or concerns.
* Responding to communications (email, phone, text) from students within a reasonable time period (usually within 24 hours). The instructor’s preferred method of contact is email.
* Providing clear instructions to students for navigating this course and completing all course requirements and assessments.
* Informing students about opportunities to enhance their educational experience at Reedley College (e.g. campus clubs, AGNR Department activities, industry events, job/internship opportunities, extra credit assignments, etc.).
* Utilizing the campus “Starfish” notification system to address the needs of students who might benefit from one or more available services provided by Reedley College.

***What the instructor will expect from each student:***

***Each student will endeavor to achieve a quality educational experience by …***

* Practicing excellent time management skills, proficiency in communication, team work, and a high level of work ethic in regard to this course as these skills are highly valued by employers and should be practiced on a regular basis.
* Exhibiting respect toward all other students, guest speakers, faculty, staff and others associated with this class. Foul language, crude humor, and inappropriate comments directed at others (in regard to ethnicity, religion, economic status, disability, or any other factors) will not be tolerated.
* Completing and submitting required weekly assessments (primarily lab reports) at the conclusion of each lab.
* Putting in an honest individual effort to complete all required assessments.
* Communicating any special needs or accommodations to the instructor within a sufficient period of time to enable facilitation of such needs/accommodations.
* Seeking instructor assistance, if needed. Please inform the instructor of any problems/barriers you might experience or expect to experience in regard to successfully completing the requirements for this course. Such matters might include anticipated absences from class, COVID related issues, or other reasons. Please be aware that you are not expected, nor encouraged, to provide details of a personal nature.

***Special COVID Policies:***

* All Reedley College students and employees are to follow all campus and district COVID (Coronavirus) policies. Please be advised that these policies can change at any time. In the case that new policies are put into place, those new policies will likely supersede the existing policies.
* Information about COVID and current campus/district policies can be found at <https://www.reedleycollege.edu/covid-19/index.html>.
* Any student coming to campus for any reason (including class) must complete the Student Health Screen Check-In at <https://www.reedleycollege.edu/covid-19/index.html>. This process must be completed each time a student comes to campus.
* The basic campus/district policies include the following:
	+ Please stay home if you are sick or have tested positive for COVID.
	+ Please stay home if you have been in contact with someone who is sick or has tested positive for COVID.
	+ Inform the campus nurse, Kelly Murguia, if either of the two previous bulleted items are true. She must approve your return to campus. Her email is kelly.murguia@reedleycollege.edu and her phone number is 559-494-3750.
* When on campus (including lectures and labs), observe the following rules:
	+ Wear a facial covering.
	+ Practice social distancing.
	+ Wash your hands frequently and use hand sanitizer.