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***AG 5 – Ag Sales & Communication***

Reedley /Madera College

Section: 51379

Lecture: Tuesday/Thursday 1:00-1:50 pm

Lab: Hybrid TBA

**Contact Information**

Instructor: Samuel Rodriguez Office: AG-12

Phone: 559-638-0300 x 3481 Office Hours T, Th. 9:00-10:00 am   Online

ZOOM: https://cccconfer.zoom.us/my/dr.rod

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**Course Description**

Course Specifics: 3 Units 2 lecture and 3 lab hours per week

Basic Skills Advisories: Eligibility for Eng 125 and Eng 126

Selling agricultural products, preparing and delivering presentations to groups, creating newsletters, and promotion in agriculture. Critical skills of self-management, communication, and interpersonal values through role-playing and presentations. Students will develop written, oral, and computer presentations. I look forward to spending the semester learning about one of the vital resources used to manage food production for our growing world. This course is an introduction to the basic principles and applications used in Agriculture Sales and Communication. Throughout the semester, you will experience a range of feelings including success and failure; challenge and boredom; accomplishment and frustration. Please know that your fellow students and I are here to help you through it. In addition, persistence and hard work means a lot more than “intelligence.” Put in the time and effort and I know you will succeed. As an instructor, I will do everything in my power to give you all of the resources and support to help you succeed. If I am not doing this, please do feel free to reach out to me.

**Text/Materials**

Required Text: Selling Today: Creating Customer Value, Manning, Reece, 14th Edition: ISBN 9780134478340

Strength Based Selling: Rutgliano. ISBN 9781595620484

**Course Outcomes**

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| --- | --- |
| **AGBS-5 SLO1: Create an e-blast marketing document for distribution to customers.** | Performance: 70 |
| **AGBS-5 SLO2: Prepare and deliver an effective sales presentation for an agricultural product.** | erformance: 70 |
| **AGBS-5 SLO3: Respond to sales objections of a customer.** |  |

**Course Objectives**

* Discuss history and development of the agribusiness sales industry, including scope, variety, historical perspective, relationship to other industries, and current and future role in the U.S. economy.
* Recognize and understand the characteristics needed for successful agribusiness sales.
* Explain the benefits of providing post-sales customer service for agricultural customers.
* Become familiar with social responsibility and ethics.
* Demonstrate interpersonal and organizational communication skills.
* Demonstrate characteristics of a good public speaker through role-play situations, using computer presentation software, and delivering formal sales presentations.
* Analyze and apply the component parts and dynamics of the sales process.
* Become familiar with principles of good listening, overcoming communication barriers, and effective verbal and non-verbal communication.
* Define leadership and the characteristics of successful leadership.
* Identify factors affecting ethical choices, criteria for ethical decision-making, and managing company ethics.

**Course Outline**

***Lecture Outline:***

A. Agricultural Sales as a Career

1. Personal commitment

2. Self-analysis of traits

3. Future of the career

B. The Agricultural Sales Interview

1. Relaxer techniques

2. Proper questioning

3. Prospect need analysis

4. Product benefits and features

5. Handling customer objections

6. Closing the sale

C. Using Computer and Presentation Software

1. Use of computers in presentations

2. Features of software program

3. Creation of presentation for computer media demonstration

4. Presentation of program

D. Print Media

1. Types of print media and their purposes

2. Writing a news article

3. Layout techniques and creating an effective newsletter

E. Agriculture Displays and Promotions

1. Farm expositions and other typical uses of displays

2. Layout, eye appeal, message, graphics

3. Construction of the display

***Lab Outline:***

1. Effective Agriculture Print Media
2. Promotion and Advertising
3. Ag Journalism & Press Releases
4. MS PowerPoint In Ag Sales
5. Public Speaking
   1. Informative
   2. Persuasive
   3. Prepared Sales Presentation
6. Communication Principles
   1. Listening
   2. Customer analysis – needs
   3. Persuasion techniques
   4. Feature/Benefit explanation
   5. Closing & Follow-up
7. Presentation – Speaking Practice
8. Product Research

I. Organization of Presentations

**Attendance**

1. Attendance is mandatory since the majority of learning occurs in the lecture/laboratory environment.
   1. Students will earn 20 points for each class session that they attend on time.
   2. Students who are late will lose 10 of their 20 attendance points for that day.
   3. Students who are absent will not earn any participation points for that day.
2. Students are personally responsible for obtaining notes/information missed due to an absence. Notes/information can be obtained from a fellow classmate or by meeting with the instructor during regularly scheduled office hours.
3. Please notify the instructor if you know in advance that you will be absent from class.
4. College policy dictates that an instructor should drop a student with two consecutive weeks of unexcused absences (i.e., class meets two times per week, 4 unexcused absences equals a drop: class meets 1 time per week, 2 unexcused absences equals a drop).
5. At the end of the 9th week of instruction, no withdrawals are permitted and the student must receive a grade.
6. Make-up tests and assignments will only be allowed for emergency situations and pre-excused absences.

**Methods for Measuring Student Achievement and Determining Grades**

The methods for measuring student achievement & determining grades are:

###### Writing

###### Term or other papers, laboratory reports, and written homework

###### Problem-Solving

* Exams, quizzes, and laboratory reports

1. Skill Demonstrations

* Class performances

1. Examinations
   * Multiple choice, true/false, matching and essay

All assignments are due at the beginning of the class session on the date due. Late assignments can be submitted for grading; however, all late assignments will receive a deduction in the amount of 50% of the overall point value for that specific assignment.

**Course Grade Determination**

Tests will be true/false, multiple choice, short answer, and essay questions. Written laboratory reports and written homework will be required. Course emphasis will be placed on developing written, oral, and computer presentations.

Tests 40%

Labs 30%

Homework 10%

Quizzes 10%

Participation 10%

Letter grades will be calculated by using the following standard percentage point evaluation:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = under 60%

**Late work policy**.

We are all adults and have life going on as well. I know that you all have your own unique circumstances that may affect your ability to turn assignments in on time.  All assignments are due according to the assigned due date for full credit.  Late assignments will be accepted until the Friday of week 16 of instruction with a 10% deduction in grade value.  Exams are due on the assigned dates, make-up exams or taking an exam early will need to be arranged with the instructor.

**Policy on Cheating & Plagiarism**

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

**Accommodations for Students with Disabilities**

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.

**Behavioral Standards**

1. It is a common courtesy to turn off all electronic devices (i.e., cell phones, mp3 players, etc…) when in a group setting. Please exercise this courtesy!
2. Students are expected to conduct themselves in a mature and responsible manner that respects the rights of all other individuals.

**Important Dates**

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| --- | --- |
| January 21 | Last day to drop a full-term class for full refund. |
| January 28 | Last Day to register for a Full-Term Class in person. |
| January 28 | Last Day to drop a Full –Term class to avoid a “W” in person. |
| January 30 | Last day to drop full-term class to avoid a “W” |
| January 30 | Last day to ADD a Full-Term class with an authorization code on Web Advisor. |
| January 17 | Martin Luther King Jr. Day Holiday. |
| February 11 | Last Day to change to/from Pass/No Pass Grading. |
| March 11 | Last Day to drop w/o letter grade assigned |
| February 21 | Washington Day Observed |
| April 11-15 | Spring Break. |
| May 16-20 | Fall Finals Week. |
| Thursday, May 19, 1;00pm-2:50pm | Final Exam Date |