## 📝Syllabus

### ***Welcome to AGBS 5 –***

### ***💵Agriculture Sales & Communication📝***

#### **🧡🖤REEDLEY COLLEGE Spring 2024🖤🧡**

**Course Format**    3 Units - 5 hours per week. Blended 2-Way Interactive

\*Students MUST attend in person during scheduled class time.

### **Instructor Contact Information**

**Instructor**: **Jennifer Sousa**                **Office**: AGR 12          **Phone**:  494-3000 ext. 3681

Office Hours:

* M, W 10:00am - 11:00am, (by appt)
* T/TH 9:00am - 10:00am (by appt)
* Friday – ONLINE BY APPT

**E-mail:**[**jennifer.sousa@reedleycollege.edu**](mailto:kevin.woodard@reedleycollege.edu)

### **Reedley College**

Section:                         59228

Lecture/Lab                 AGR1   Tuesday/Thursday 1:00pm - 2:50pm

Lab:                          (1 hour lab per week online)

**Course Specifics:**                      3 Units - 2 lectures and 3 lab hours per week

### **📝Course Description**

*Welcome to AGBS- 5 Ag Sales and Communication. This course will focus on selling agricultural products, preparing, and delivering presentations to groups, creating newsletters, and promoting 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 mean a lot more than “intelligence.” Put in the time and effort and I know you will succeed. As an instructor, I will do everything I can to give you all the resources and support to help you succeed. If I am not doing this, feel free to contact me.*

### **📙Text/Materials📙**

Zero Textbook Course

### **Course Student Learning Outcomes**

A. Prepare and deliver an effective sales presentation for a familiar agricultural product.

B. Utilize the major capabilities of computer presentation software in the development and delivery of a multi-media sales presentation.

C. Orally respond to sales objections of customers.

### **Course Objectives**

1. Prepare a written sales presentation
2. Create a newsletter for distribution
3. Conduct an in-depth interview
4. Greet people in a variety of settings
5. Learn techniques of time management, goal setting, and record-keeping
6. Create and deliver a presentation using computer presentation software

### **COURSE OUTLINE**

#### **Lecture Outline:**

1. **Agricultural Sales as a Career**

* Personal commitment
* Self-analysis of traits
* Future of the career

**The Agricultural Sales Interview**

* Relaxer techniques
* Proper questioning
* Prospect need analysis
* Product benefits and features
* Handling customer objections
* Closing the sale

**Using Computer and Presentation Software**

* Use of computers in presentations
* Features of software program
* Creation of presentation for computer media demonstration
* Presentation of the program

**Print Media**

* Types of print media and their purposes
* Writing a news article
* Layout techniques and creating an effective newsletter

**Agriculture Displays and Promotions**

* Farm expositions and other typical uses of displays
* Layout, eye appeal, message, graphics
* 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

a. Informative

b. Persuasive

c. Prepared Sales Presentation

1. Communication Principles

a. Listening

b. Customer analysis – needs

c. Persuasion techniques

d. Feature/Benefit explanation

e. Closing & Follow-up

1. Presentation – Speaking Practice
2. Product Research
3. Organization of Presentations

### **Attendance**

* + WEEKLY PARTICIPATION is EXPECTED. Students will be DROPPED FROM THE COURSE after their 3RD WEEK without course interaction.
  + All absences are UNEXCUSED. If you do not show up to work, you do not get paid
  + Students are expected to log on to Canvas each week and remain on track with a pacing guide.
  + If you plan to DROP THIS COURSE, you will need to follow college protocol. If you do not quickly visit on time, YOU WILL BE HELD ACCOUNTABLE FOR YOUR GRADE.
  + 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-ARRANGED ABSENCES.

### **Class cancelation**

**Notification of canceled class meeting will be announced through canvas email and the notice will be posted on the CLASSROOM door**

### **Methods of Evaluation:**

This course will use any or all the following formative and summative assessments:

* Oral and written case analysis,
* Oral and written reflections on students’ learning and metacognition,
* Portfolio construction and presentation,
* Academic reports recorded in academic style using A.P.A. formatting,
* Quizzes,
* Summative assessments,
* Presentations and demonstrations, and
* Class participation.

### **Late Work:**

* All work is assigned at 11:59pm on Sunday unless otherwise specified.
* The assignment will remain open for one week after the due date for submission with a deduction of points.
* After the assignment closes, and if you need it reopened, email me with the reason it did not get done on time, and the assignment may not be reopened depending on the situation.

### **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 the analysis of records and accounting.

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%

### **Feedback:**

I believe in providing timely and effective feedback to all my students and will reply to your email within 1 to 2 days. You will be able to track your class progress in your Canvas shell for this course. Please allow 4 to 6 days for me to get grading done.

### **📜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 from 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**

When in a group setting, it is a common courtesy to turn off all electronic devices (i.e., cell phones, mp3 players, etc....). Please exercise this courtesy!

Students are expected to conduct themselves maturely and responsibly, respecting the rights of all other individuals.

### **General Course Policies:**

**️Keys to success in this class:**

* Be attentive to every week’s assigned reading. Actively and critically read your text and be sure to read it before attempting any homework. Be prepared to spend about 4 to 6 hours a week working on this course.
* Keep up. If you fall behind it will become increasingly more difficult to get caught up. Make a study plan and follow it.
* Do the homework. You cannot learn the material without doing the homework, and you certainly cannot get a good grade without it.
* Submit all assignments on time.
* Keep me informed. Life happens. I am willing to make allowances for late work under emergency situations IF YOU LET ME KNOW RIGHT AWAY.
* Use me as a resource. I am here to help you succeed.
* Have FUN!

\*\*NOTE: The instructor reserves the right to change the scope and sequence to meet the needs of each class.

**👉Important Dates**

  
