***Reedley College Animal Science Program***

**Course Syllabus – Fall 2020**

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

Section Number: 55925

Instructor: David M. Lopes

Instructor Phone Number: 559-638-0319

Instructor Email: [david.lopes@reedleycollege.edu](mailto:david.lopes@reedleycollege.edu)

Preferred Method of Contact:

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

Office Hours:

Mondays and Wednesdays from 10:00 am to 11:00 am (on campus)

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

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

Class Meeting Schedule:

Lectures for this course will meet on Fridays from 2:00 pm to 2:50 pm. Labs will meet on Fridays from 3:00 pm to 5:50 pm. This course meets for 18 weeks.

Please note that in the event that that tighter restrictions are imposed due to the Coronavirus (COVID 19) pandemic, this course may be switched to either a hybrid format (lectures on-line with labs continuing face-to-face) or a 100% distance education format (both lectures and labs on-line only). If this happens, the impacted components of instruction (lecture and/or lab) will be delivered in an asynchronous format. This means that there will still be defined due dates for assessments (i.e. assignments, quizzes, tests, etc.), but no specific time slot during the week during which students must complete them.

Class Meeting Location:

Lectures meet in AGR 2 (This location may be changed). Labs meet at the Pavilion (located at the north end of campus).

Cancelled Class Notification:

In the event that an on-campus meeting of lecture or lab needs to be cancelled, the instructor will make every attempt to inform students in advance of the cancellation. The Division C Administrative Assistant will be notified as early as possible. 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. Most of the lecture components of this course will be administered through CANVAS. On-line tutorials on how to use CANVAS are available to students.

Most everything you will need to be successful in the lecture portion of this course will be arranged into units of instruction called ‘Modules’ in CANVAS. Your instructor will post a brief tutorial video on CANVAS that will explain how to navigate the modules for this course.

Holidays:

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

* September 7 (Monday): Labor Day
* November 11 (Wednesday): Veterans Day
* November 26 & 27 (Thursday and Friday): Thanksgiving

Drop Deadline:

The last day that a student can be officially dropped from this course is Friday, October 9th. 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, December 7th through Wednesday, December 9th. The exam will close at 11:59 pm on Wednesday, December 9th.

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

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

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

Text and Other Course Materials:

There is no textbook 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) will be shared in class.

Assessment and Grading:

Assessments of student learning will occur primarily through weekly lab reports, skill demonstrations, marketing event participation, and the final exam. The instructor reserves the right to develop and administer other forms of assessment as determined necessary.

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.
* For on-line courses being taught in asynchronous format, “attendance” will be determined by course activity (i.e. submission of assignments by the published due date). Any student who fails to submit assignments for two consecutive weeks prior to the 9th week drop deadline will be dropped from the course.

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.

Student Learning Outcomes:

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

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

Course Learning Objectives:

*In the process of completing this course, students will:*

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

Course Lecture Topic Outline:

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

1. Course Introduction and 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

Course Lab Topic Outline:

The exact order of lab topics may vary according to species production calendars, availability of necessary resources, and other factors. Some lab topics may be split over two or more lab sessions in order to provide ample opportunity for student practice. Also, multiple topics may be addressed during any one lab session.

1. Lab Orientation and Tour of Lab Facilities
2. Project Animal Evaluation & Selection
3. Procedures for Moving, Loading, & Handling Livestock Safely and Effectively
4. Livestock Feeding, Management, Sanitation & Health Maintenance
5. Showmanship Skill Development & Practice
6. Washing, Grooming, & Fitting Livestock for Show
7. Livestock Show Entries, Schedule & Procedures
8. Participate in Statewide Livestock Show Competition (Fall enrolled students to compete in the Fresno Fair Statewide Collegiate Livestock Show in October. Spring enrolled students to compete in the Porterville Statewide Collegiate Livestock Show in March).
9. Coordination of a Livestock Marketing Event

First Assignment:

Upon completion of reading this syllabus, please complete the course contract assignment on CANVAS.