***Reedley College Animal Science Program***

**Course Syllabus – Fall 2023**

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

Section Number: 58260 (Lopes) 58261 (Suggs)

Instructors: David M. Lopes and Kameron Suggs

Instructor Phone Number: 559-494-3000, ext. 3129

Instructor Email: [david.lopes@reedleycollege.edu](mailto:david.lopes@reedleycollege.edu) and [kameron.suggs@reedleycollege.edu](mailto: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: CCI 209 (east of AGR Building)

Office Hours (In-Person or via Zoom Appointment):

Mondays and Wednesdays from 10:00 am to 11:00 am

Tuesdays and Thursdays from 9:00 am to 10:00 am

Fridays from 1:00 pm to 2:00 pm

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 an on-campus meeting of lecture or lab needs to be cancelled, the instructor will make every attempt to inform students, via CANVAS email, as soon as it is known that the meeting must be cancelled. 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, <https://www.reedleycollege.edu/>, 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.

Some of the information and materials that you will need to be successful in this course will be arranged into units of instruction called ‘Modules’ in CANVAS.

Holidays:

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

* September 4 (Monday): Labor Day
* November 10 (Friday): Veteran’s Day
* November 23-24 (Thursday-Friday): Thanksgiving

Drop Deadline:

The last day that a student can be officially dropped from this course is Friday, October 6th. After this date a student must receive a grade.

Final Exam Date:

The essay portion of the final exam for this course will be open on CANVAS from Monday, December 4th through Wednesday, December 6th. The exam will close at 11:59 pm on Wednesday, December 6th.

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

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

Course Advisories: English 1A or 1AH.

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, videos, and informational documents. These will be provided primarily through CANVAS. In addition, various printed publications 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 critical soft skills (e.g. communication, work ethic, time management, 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. Utilize technical skills (including livestock evaluation, digital imaging, and social media promotion) to market livestock.

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.
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. Selection of Show Quality Livestock
3. Training Your Show Animal
4. Routine Show Animal Maintenance Procedures
5. Developing Showmanship Skills
6. Show Entry Procedures
7. Clipping and Fitting Show Animals
8. Livestock Show Ethics
9. Livestock Show Week
10. Post-Show Procedures
11. Livestock Marketing Plan
12. Imaging Procedures for Livestock
13. Social Media Promotion
14. Post Marketing Activity Procedures
15. Celebrating Success
16. Final Exams 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 Contract Quiz” 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% in-person (face-to-face) for both lecture and lab. There is no lab during finals week.
* 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 roll call at the start of each session in combination with 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.
* Students are required to participate in the statewide collegiate livestock show to be held on a Friday and Saturday in the middle of the semester. This will be a graded activity. The exact dates and location of the show will be announced on the first day of class. To obtain full credit for this event, the student must be present and must participate in all required activities for both days.
* In order to be eligible to compete in the show ring, a student must maintain academic eligibility (minimum of 12 units and 2.0 GPA). Students not meeting the minimum requirements to compete are still required to assist the show team at the statewide collegiate livestock show, they just cannot enter the ring to compete with an animal.
* The final grade for this course will be weighted as follows:
  + 25% Pre-Show Course Participation
  + 25% Show Event Skill Demonstration
  + 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) after the conclusion of each lab. Failure to do so will result in a score of “0” for the week.
* 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 Course Policies:***

***Each student is expected to understand, and adhere to, the following special course policies.***

* Policy for make-up of course assessments
  + Make up of assessments (assignments and lab activities) will only be allowed under certain circumstances (Such as a student illness that prevents class attendance or participation in an approved class field trip or school event.).
  + The student must inform the instructor, by email, of the absence on or before the date of the absence.
  + The student must schedule the make up of the missed assessment with the instructor within one week after their return to campus.
* Policy for lab reports
  + Most labs for this course will require a lab report to be completed by the student on CANVAS.
  + Lab reports will be opened on CANVAS for one full week, starting at the conclusion of lab through 11:59 pm of the same day on the following week.
  + Lab reports will not be reopened after the due date.
  + Do not complete a lab report if you did not attend the lab.
* Policy regarding Extra Credit/Lab Make-Up Opportunities
  + Throughout the semester, various opportunities to earn extra credit/lab make up points may occur. The instructor will announce these opportunities in class and/or through CANVAS. Most of these opportunities will involve student participation (outside of class time) in an AGNR Department event, an Animal Science Program Event, or an Animal Management Activity on the Reedley College School Farm.
  + The points earned for completion of the extra credit/lab make up assignment will be based on the duration of student participation as well as the quality of their participation. Generally, 3 hours of quality participation will be worth the equivalent of a full score for a typical lab for this course.
  + Extra credit points may be used to elevate a student’s final course grade by as much as one full letter grade (10%), but no more.

***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.
* Information about COVID and current campus/district policies can be found at <https://www.reedleycollege.edu/covid-19/index.html>.
* 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.
* For questions or concerns, please contact the Health Services Office at 559-494-3028 or [healthservices@reedleycollege.edu](mailto:healthservices@reedleycollege.edu).