

Syllabus

Welcome to AGRBS 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

Reedley College

Section: 54722

Lecture/Lab AGR1 Monday/Wednesday 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 AGRBS- 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:

7. **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:

8. Effective Agriculture Print Media
9. Promotion and Advertising
10. Ag Journalism & Press Releases
11. MS PowerPoint In Ag Sales
12. Public Speaking

a. Informative

b. Persuasive

c. Prepared Sales Presentation

13. Communication Principles

a. Listening

b. Customer analysis – needs

- c. Persuasion techniques
- d. Feature/Benefit explanation
- e. Closing & Follow-up

- 14. Presentation – Speaking Practice
- 15. Product Research
- 16. 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

Spring 2024

IMPORTANT DATES FOR SPRING 2024

DATE	DAY	EVENT / DEADLINE
January 2	(T)	Campus re-opens after Winter Break
January 5	(F)	Last day to add a full-term or short-term Spring 2024 class in person 5:00 p.m.
January 7	(Su)	Last day to add a full-term or short-term Spring 2024 class through Self-Service 11:59 p.m.
January 8	(M)	Start of Spring 2024 semester
January 8 - March 8	(M-F)	Short-term Spring 2024 classes, first nine weeks
January 15	(M)	Martin Luther King, Jr. Day observed (no classes held, campus closed)
January 19	(F)	Last day to drop a Spring 2024 full-term class for full refund
January 26	(F)	Last day to register for a Spring 2024 full-term class in person with add authorization
January 26	(F)	Last day to drop a Spring 2024 full-term class to avoid a "W" in person
January 28	(Su)	Last day to drop a Spring 2024 full-term class to avoid a "W" on Self-Service
January 28	(Su)	Last day to add a Spring 2024 full-term class with add authorization on Self-Service
February 16	(F)	Lincoln Day observance (no classes held, campus closed)
February 19	(M)	Washington Day observance (no classes held, campus closed)
March 1	(F)	Deadline to apply for graduation for Spring 2024 completion
March 8	(F)	Last Day to drop a Spring 2024 full-term class (letter grades assigned after this date)
March 11 - May 17	(M-F)	Short-term Spring 2024 classes, second nine weeks
March 25 - March 29	(M-F)	Spring recess (no classes held, campus open Mar 25-28)
March 29	(F)	Good Friday observance (no classes held, campus closed) (classes reconvene Apr 1)
May 13-17	(M-F)	Spring 2024 final exams week
May 17	(F)	Last day to change a Spring 2024 class to/from Pass/No-Pass grading basis
May 17	(F)	End of Spring 2024 semester/commencement
May 27	(M)	Memorial Day holiday (campus closed)

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