

COURSE APPROVAL DOCUMENT
Southeast Missouri State University

Department: Agriculture
Title of Course: Agribusiness Social Media

Course No. AG 313
Date: 7/22/15

Please check: X New
 Revision

I. Catalog Description (Credit Hours of Course):

Discover how to effectively differentiate social media outlets for your agribusiness improvement and market and their effect on the Agriculture mindset of both the consumer and the agriculturalist. (3)

II. Co- or Prerequisite(s):
 AG 250

III. Purposes or Objectives of the Course (optional):

1. To further develop written and oral communication skills within the social media areas, as an educated professional
2. To further develop cooperative learning skills
3. To help students become life-long learners and educators using the most pertinent social media outlets
4. To help students develop management skills necessary to motivate and organize a group in defining and solving a problem, and to be able to work effectively in a team situation either as a leader or as a participant
5. To help guide students to use outside sources of information to support further personal and professional growth with the use of social media platforms

IV. Student Learning Outcomes (Minimum of 3):

- 1) Students will be able to expound on any given social media outlet.
- 2) Students will be able to describe differences in viewpoints of agriculturalist and consumer.
- 3) Students will be able to explain how to present information to the public with specific viewpoints.

V. Optional departmental/college requirements:

- A.
- B.

VI. Course Content or Outline (Indicate number of class hours per unit or section):

A. Topic	# Lecture(s) and weeks
<i>Unit One: Consumer Mindset: Pre Application</i>	4 Weeks
Social Media and the Agriculture Mindset	3 hours
Positive results in social media	1.5 hours
Negative results in social media	1.5 hours
What your social media says about you	3 hours
What your social media says about agriculture	3 hours
Exam 1	
	9 Weeks
<i>Unit Two: Social Media Outlets</i>	
Platform 1	6 hours
Platform 2	3 hours
Platform 3	6 hours
Platform 4	3 hours
Platform 5	3 hours

Platform 6
Class Project

6 hours

Unit Three: Consumer Mindset: Post Application

What your social media says about you

2 Weeks

3 hours

What your social media says about agriculture

3 hours

Exam 2

Final Exam

Please Attach copy of class syllabus and schedule as an example

Signature: _____

Chair

Date: _____

Signature: _____

Dean

Date: _____

AG 313
SOCIAL MEDIA AND AGRICULTURE

Southeast Missouri State University

Department of Agriculture

TR 8:00-9:15

Magill 108

Spring 2016

SYLLABUS

AG 313- Social Media and Agriculture (3)- Discover how to effectively differentiate social media outlets for your agribusiness improvement and market and their effect on the Agriculture mindset of both the consumer and the agriculturalist.

Instructor: Julie Weathers, Ph.D.; Assistant-Professor, Department of Agriculture

Instructor Office: Rhodes Hall 102C

Instructor E-Mail: jweathers@semo.edu

Office Phone Number: 573-651-2151

Office Hours: Wednesday 1:00-3:00pm; or by appointment

Course Website: <https://learning.semo.edu/course/view.php?id=26275>

Notes: Notes will be posted online if you would like to print them

Grading: Grades will be posted online

Course Description:

AG 313- Discover how to effectively differentiate social media outlets for your agribusiness improvement and market and their effect on the Agriculture mindset of both the consumer and the agriculturalist.

Prerequisites: AG 250.

Teaching Format: The class will meet formally two times each week (except holidays). Meetings will include some discussions and lectures facilitated using PowerPoint. There will be many hands-on activities using computers. Please be professional with your computer usage. The remainder of your learning will come in the form of reading the textbook, exams, homework, and class participation.

Course Textbook:

No More Food Fights. By Michele Payn-Knoper; Dog Ear Publishing: Indianapolis, IN. First Edition, copyright 2013.

EXPECTATIONS AND POLICIES

NO cell phones, computers or electronic recording devices should be present during class.

If you have a disability or emergency situation which is an exception to this policy please discuss this with the instructor.

Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to Dr. Michael Aide, Department Chair.

Attendance:

Attendance is expected.

Sign-in sheets will be present at every class. Absences are detrimental to learning and usually have a negative effect on a student's final grade. Regular attendance and appropriate participation in the classroom are excellent practice for professional activities in the work place.

Students who will be missing class are expected to notify the instructor via email or phone **BEFORE** their absence. This way make up work can be facilitated.

Official university policy can be seen at http://www.semo.edu/bulletin/pdf/2010_bulletin.pdf, pg 19-20.

Academic Honesty:

Academic dishonesty will not be tolerated in this class.

“The University requires that all assignments submitted to faculty members by students be the work of the individual student submitting the work. An exception would be group projects assigned by the instructor. In this situation, the work must be that of the group.” The University includes both plagiarism and cheating as academic dishonesty.

For clarification on what is academic dishonesty and its repercussions please read http://www.semo.edu/bulletin/pdf/2010_bulletin.pdf, pg 20-23.

Additional information may be accessed at: <http://www6.semo.edu/stuconduct/>

Classroom Civility:

Treat each other with respect

Because the classroom is a shared learning environment, it is imperative that you consider how your actions will affect another person's learning. This means refraining from talking when others are speaking or from participating in any activity that detracts from the learning environment. Demonstrating respect includes being open to differing views and opinions, and giving logical and fair consideration to ideas expressed by other people, including ideas that may conflict with your personal beliefs.

Disabilities

Southeast Missouri State University and Disability Support Services remain committed to making every reasonable educational accommodation for students with disabilities. Many services and accommodations which aid a student's educational experience are available for students with various types of disabilities. It is the student's responsibility to contact Disability Support Services to become registered as a student with a disability in order to have accommodations implemented. Accommodations are implemented on a case by case basis. For more information visit the following site: www.semo.edu/lapdss or contact Disability Support Services at 573-651-2273. Students may also obtain official information about disabilities from

Learning Assistance and Disability Support Services, located at:
<http://www.semo.edu/cs/services/lec.htm>

If you qualify for disability services and wish to use those accommodations in class please inform the instructor by the end of the first week.

Technology:

Students need to be able to access and use the course website. Copies of many assignments and handouts will be available on the course website. Students need to monitor the course website for updates to the Course Schedule. Students will need to use Gradebook to access their scores and grades, and Forum as part of course participation.

If you do not have access to a computer or internet from your home, please inform the instructor and they will help you locate a computer lab on campus.

Evaluations:

Near the end of the semester you will be given the opportunity to anonymously evaluate this course and the instructor. Student evaluations of the course and the instructor help the instructor improve the course content and teaching methods, and also provide the instructor's colleagues with helpful information for instructor evaluation. It is an extremely important part of this course and your full, honest, and careful participation will be greatly appreciated.

Purposes or Objectives of the Course:

1. To further develop written and oral communication skills within the social media areas
2. To further develop cooperative learning skills
3. To help students become life-long learners and educators using the most pertinent social media outlets
4. To help students develop management skills necessary to motivate and organize a group in defining and solving a problem, be able to work effectively in a team situation either as a leader or as a participant
5. To help guide students to use outside sources of information to support further personal and professional growth with the use of social media platforms

Student Learning Outcomes

- A. Students will be able to expound on any given social media outlet.
- B. Students will be able to describe differences in viewpoints of agriculturalist and consumer.
- C. Students will be able to explain how to present information to the public with specific viewpoints.

GRADING

Exams:

Two exams will be given during scheduled class time. One final exam will be given during finals week. All exams will be closed note and be an individual assessment of knowledge. The exams will be a mixture of multiple choice, true/false, fill in the blank questions, and a few short answer or math questions. Each exam will be worth 100 points towards your final grade. The final will count 150 points and be comprehensive.

Homework:

Six homework assignments will be placed on the class website; they will be over each individual social media outlet. All six will be open-note assignments and you are encouraged to use your class information during the assessment. They will be available online for one week prior to the due date; they must be completed by Midnight. A total of 300 points will come from these assignments; as such, each one of the six grades will be worth 50 points.

Project:

There will be one project due during the semester. Each student will be allowed to pick a topic of interest for this project; this topic must be approved by the instructor. The project will show your ability to integrate all six social media outlets discussed into an advocacy demonstration.

Participation:

Participation is crucial to this class. Contributing to class discussions and activities will be assessed throughout the semester. Participation will equal 50 points towards your final grade.

Makeup Work and Late Assignments:

Tests missed for a school activity or documented illness can be made up within a reasonable time after missing the work. Quizzes will be open for multiple days on-line and thus there will not be make up work or late work for these assignments. If there are extenuating circumstances please let the instructor know.

Extra Credit:

There will be multiple extra credit opportunities throughout this course; please take advantage of them. They will be throughout the semester so please consider them from the beginning of the class, not just at the end when you are worried about a grade.

FINAL COURSE GRADING**Letter Grade Distinctions:**

≥ 90%	= A
80%-89.9%	= B
70%-79.9%	= C
60%-69.9%	= D
≤ 59.9%	= F

Grading:

850 points total

200 points- Tests

150 points- Final

150 points- Project

300 points- Homework

50 points- Participation

SCHEDULING

The instructor reserves the right to revise this syllabus and alter this course as needed. Changes will be announced in class but not necessarily given in writing. Monitor the class website for updates to the syllabus, particularly the course schedule.

You will need to return the signed portion

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I _____, have read the syllabus for Agribusiness
Social Media and agree to follow all of the rules and regulations set forth in this syllabus.

Signature

Date

Week 1: Social Media and the Agriculture Mindset
Week 2: Positive and Negative results in social media
Week 3: What your social media says about you
Week 4: What your social media says about agriculture & Exam 1
Week 5: Facebook
Week 6: Facebook
Week 7: Twitter
Week 8: Blogs & Infographics
Week 9: Blogs & Infographics
Week 10: LinkedIn
Week 11: Pinterest
Week 12: YouTube
Week 13: YouTube & Class Project Due
Week 14: What your social media says about you
Week 15: What your social media says about agriculture & Exam 2