

COURSE APPROVAL/CHANGE DOCUMENT

(See back of form for instructions)

Submit

1. ADDITION REVISION TERMINATION

2. IF REVISION: denote changes (i.e. Title only; Title, CIP and Description; etc.):

3. COURSE NUMBER AG 140

4. COURSE TITLE Communicating in Agriculture

5. IF REVISION: Previous Course No. _____ Previous Title _____

6. FOR ADDITIONS AND REVISIONS -
FIRST TERM/YEAR TO BE OFFERED:

Fall Spring Summer Term 2020

7. FOR TERMINATIONS ONLY -
LAST TERM/YEAR TO BE OFFERED:

Fall Spring Summer Term _____

8. COLLEGE: Coll of Sci, Tech, Engr & Math

9. DEPARTMENT NAME: Agriculture

10. CIP CODE (Classification of Instructional Program / US Bureau of Labor Statistics): 01.0106

11. FIXED CREDIT HOURS: YES NO

3 Total Credit Hours

3 Lec Contact Hours

___ Lab Contact Hours

___ Other Contact Hours

12. VARIABLE CREDIT HOURS: YES NO

___ Min Total Credit Hours ___ Max Total Credit Hours

___ Min Lec Contact Hours ___ Max Lec Contact Hours

___ Min Lab Contact Hours ___ Max Lab Contact Hours

___ Min Other Contact Hours ___ Max Other Contact Hours

13. CAN THIS COURSE BE TAKEN FOR ADDITIONAL CREDIT: YES NO If YES, total number of times course can be taken _____

14. MAXIMUM ENROLLMENT ALLOWED FOR COURSE: 30 Justification of maximum enrollment:

15. CLASS SCHEDULE TYPE/ FACULTY WORKLOAD: Choose appropriate schedule type: L - Lecture

Faculty Workload: 3 Class schedule type justification:

16. COURSE LEVEL: Undergraduate

17. GRADE TYPE: Standard Grade

18. DEVELOPMENTAL COURSE: YES NO

19. CROSS-LISTED COURSE:

YES WITH _____ NO

20. SPECIAL COURSE FEE? (Must be Board approved)

YES Amount \$ _____ NO

21. Required faculty qualifications to teach this course:

MS in agriculture or a related field

22. GENERAL EDUCATION COURSE: YES NO

If yes, please select one general education category:

If yes, please select up to three general education learning goals that reflect the priorities for student learning in the course. Please rank these in priority order, i.e. 1,2,3 by inserting the numbers/rankings into the boxes:

- ___ General Education Learning Goal 1: Ethical Reasoning
- ___ General Education Learning Goal 2: Global Learning
- ___ General Education Learning Goal 3: Information Literacy
- ___ General Education Learning Goal 4: Written Communication
- ___ General Education Learning Goal 5: Oral Communication
- ___ General Education Learning Goal 6: Critical Thinking
- ___ General Education Learning Goal 7: Quantitative Literacy

If the proposed new or revised course is a General Education course, please provide a short rationale why this course should be considered as a general education course.

Attach the following:

- a) Class syllabus using the syllabus template. [Syllabus Template Link](#)
- b) Memo from Library Dean assessing available and needed library resources and services.
- c) If applicable, memos from Department Chair(s) in affected department(s) stating support or that issues/conflicts are resolved.

COURSE APPROVAL SIGNATURES

Department Chairperson	Dean of Kent Library	College Council
Julie Weathers <small>Digitally signed by Julie Weathers Date: 2019.09.05 11:58:24 -05'00'</small>	Barbara C. Glackin <small>Digitally signed by Barbara C. Glackin Date: 2019.10.25 14:45:36 -05'00'</small>	Tamela D. Randolph, PhD <small>Digitally signed by Tamela D. Randolph, PhD DN: cn=Tamela D. Randolph, PhD, o=Southeast Missouri State University, ou=College of Science, Technology, Engineering, and Mathematics, email=trandolph@semo.edu, c=US Date: 2019.12.11 16:09:49 -06'00'</small>
Educator Preparation Committee	General Education Council	Graduate Council

To obtain the next signature, save the pdf to your desktop and then email the form as an attachment to the next individual for signing. When submitting the form, the **email must come from your Southeast email account.**

Registrar's Office Use Only				
SCACRSE _____	Degree Audit _____	Bulletin _____	Degree Map _____	SHATATR _____

Syllabus: Communicating in Agriculture

- (1) Course Number: AG 140
- (2) Course Title: Communicating in Agriculture
- (3) Catalog Description: Emphasis on communicating clearly and accurately in the Agriculture industry. Fundamentals of agricultural news writing, reporting, and role of media.
- (4) Prerequisites: EN 100
- (6) Credit Hours: 3
- (7) Semester: Fall 2020
- (8) Class Meeting Time(s), location and format: M/W, 10-11:15 a.m. Magill 108. Lecture only.
- (9) Instructor: Robert W. McAlister
- (10) Instructor Contact Information: rwmcalister@semo.edu. 573-651-2161. Office: Rhodes Hall, 111.
Office hours: T/R 9:30-12
- (11) Concerns: Questions, comments or request regarding this course should be taken to the instructor. Unanswered questions or unresolved issues about this class can be directed to Dr. Julie Weathers, Chairperson, Department of Agriculture
- (12) Course Learning Outcomes:
1. Students will be able to correspond with industry professionals about agricultural topics using written communication (project reports, personal/professional letters, memos).
 2. Students will be able to make public speeches and presentations about agricultural issues.
 3. Students will be able to produce professional emails and electronic presentations concerning agricultural issues.
- (13) Course-specific Required Materials:
Textbook: Telg, Ricky; Irani, Tracy A. Agricultural Communications in Action: A Hands-On Approach, 1st edition. New York. Cengage Publishing. 2012
- (14) Course Content:
- Week 1:** Overview of Agricultural Communications Industry/Career Opportunities
- Weeks 2 & 3:** Agricultural Research and Gathering Facts - **Assignment:** Visit Kent Library; learn to use databases to search for 3 peer-reviewed articles on agricultural topics (30 points).
- Weeks 4 & 5:** Writing for Agriculture - **Assignment:** write a informative essay about a topic researched in weeks 2 & 3 (50 points).
Exam – 100 points
- Weeks 6 & 7:** Electronic Media & Agriculture - **Assignment:** create a podcast (25 points).
- Weeks 8 & 9:** Publicly Addressing Agricultural Topics - **Assignment:** choose an agricultural topic and deliver a 5-7 min. speech about it (25 points).
Exam – 100 pts.
- Weeks 9 & 10:** Photography/Illustration of Agricultural Stories - **Assignment:** create a collage of agricultural/rural scenes (25 points).

Weeks 11 & 12: Page Layout for Agricultural Publications - **Assignment:** visit Multi-Media center in Kent Library; use the tools located there as a resource to create your page layout. Incorporate some pictures you took for the collage (25 points).

Exam – 100 pts.

Weeks 13 & 14: Freelance Work in the Ag. Communication Industry - **Assignment:** identify 3 news outlets that utilize freelance reporters, contact one of them, and submit a story (25 points).

Weeks 15 & 16: Radio and T.V. Appearances on Agricultural Programs - **Assignment:** working in pairs, one student will construct a 3-5 minute "news report" on an agricultural subject and deliver it in the style of anchor-desk reporting while the other student films it. Each student will then trade places - the "reporter" becomes the camera operator, and vice versa (50 points).

- Field trips: Tour KRCU, KZIM, and KFVS

Final Exam – 200 pts.

Total semester points: 755

(15) Grading Scale and Policies:

90-100% - A

80-89% - B

70-79% - C

60-69% - D

59 % or less - F

(16) Final Exam Schedule: Monday, Dec. 7th, 10:00 a.m. Magill 108

(17) Optional Additional Course Information:

Instructor will respond to email and return work in a timely manner. A digital camera will be needed for this course. A cell phone w/digital camera of at least 6 megapixels is acceptable.

(18) **Academic Honesty** – Southeast Missouri State University expects all students, faculty and staff to operate in an honest and ethical manner. Academic dishonesty is a very serious offense because it undermines the value of your education and the education of others. Students who engage in academic dishonesty face significant penalties. Forms of academic dishonesty include, but are not limited to, plagiarism, cheating, contract cheating, misrepresentation, and other actions you take. Some of these are defined below:

- Plagiarism means passing off someone else's work as your own, whether it is intentional or unintentional.
- Cheating includes copying from another person or source of information to meet the requirements of a task.
- Contract cheating is paying someone else or a company to do your work.
- Misrepresentation means you are posing as someone else or someone else is posing as you to complete a task.
- Collusion means working with one or more people to cheat. If you help someone cheat or plagiarize you will face the same penalties.

For more information, visit the Responsible Redhawks Code of Conduct <http://www.semo.edu/responsibleredhawks/code-of-conduct.html> or the Faculty Handbook Section (D) on Academic Honesty <http://www.semo.edu/facultysenate/handbook/5d.html>

(19) **Accessibility** – Southeast Missouri State University and Disability Services are committed to making every reasonable educational accommodation for students who identify as people with disabilities. Many services and accommodations which aid a student’s educational experience are available for students with various disabilities. Students are responsible for contacting Disability Services to register and access accommodations. Accommodations are implemented on a case by case basis. For more information, visit <http://www.semo.edu/ds/> or contact Disability Services at 573-651-5927.

(20) **Civility** – Your university experience is purposely designed to introduce you to new ideas, help you think effectively, develop good communication skills, evaluate information successfully, distinguish among values and make sound judgements. Doing this well requires respectful and courteous discussion among and between students and the instructor. Together, we must create a space where we acknowledge and respect others have different experiences, perspectives and points of view. Disagreements are likely. Mutual respect for one another and a willingness to listen are important. Remember, you are responsible for your behavior and actions. There is a no tolerance policy on bullying or harassment of any kind. Additional information on student conduct may be found at: <http://www.semo.edu/pdf/stuconduct-code-conduct.pdf?ver=1.0> and http://www.semo.edu/pdf/Conduct_Faculty_Resource_Guide.pdf

(21) **Mandatory Reporting** – I will keep information you share with me confidential to the best of my ability, but as a professor I am legally required to share information about sexual misconduct and crimes I learn about to make our campus and community safe for everyone.

(22) **Student Success** – This course uses SupportNET, Southeast’s student success network, to improve communication between students, faculty and staff on campus. You’ll get emails through SupportNET with information about resources or concerns. Please read these emails—they are sent to help you succeed! You can access SupportNET through your portal, Moodle or directly at supportnet.semo.edu to see any academic alerts, ask for help and to access resources to support your success at Southeast.