

South Plains College
Common Course Syllabus: AGRI 2347-390
Revised 12/2/25

Department: Science

Discipline: Agriculture

Course Number: AGRI 2347

Course Title: Introduction to Agricultural Communications

Available Formats: conventional, fully online, dual credit

Campus: Seagraves High School- Ag Shop

Course Description: Focuses on the fundamentals of agricultural news writing and other communication methods. Students will learn about the history and practice of agricultural communication, the role of the media in agriculture and related fields, and careers. Introduction to agricultural crisis communication, networking in the agricultural communications industry, and commonly used software tools in agricultural communications.

Semester Hours: 3

Prerequisites: None

Credit: 3

Instructor: Samantha Cornett

806-387-2520 EXT: 1224

Samantha.Cornett@seagravesisd.com

E-mail: Emails will be answered within 24 hours.

Textbooks: Files will be provided on Blackboard or passed out in class.

Supplies: Computers needed to complete materials on Blackboard.

This course partially satisfies a Core Curriculum Requirement:

Life and Physical Sciences Foundational Component Area (030)

Core Curriculum Objectives addressed:

- Fundamentals: History, trends, theories (agenda-setting, framing), and the why of Ag Communications
- Writing: Agricultural journalism, news releases, feature writing, public relations, and editing
- Visuals: Photography, videography, graphic design (Using Canva)
- Digital Media: Social Media, Website Management, email
- Public Relations & Advocacy: Building relationships, crisis communication, promoting the industry
- Ethics & Audience: Understanding diverse audiences (farmers, non-farmers) and ethical communication

Student Learning Outcomes:

From Lecture:

1. Develop skills to inform, educate, and advocate for agriculture

2. Understand mass media's role in agriculture
3. Explore careers in the field

Course Evaluation:

There will be weekly quizzes and weekly Assignments. There will be at least seven days between which each week's work is due. Thus, there will be no work accepted after the due date.

15 Quizzes/Exams- (50 points each)	Total of 750 points
15 Assignments/Projects- (100 points each)	Total of 1500 points
15 Reading Discussions- (50 points each)	Total of 750 points
Final Exam/Project- (200 Points)	Total of 200 points

Homework: Assignments will be completed in Class or on your own if needed.

Extra Credit: There will be no Extra Credit. All work must be completed as follows.

Final Course Grade:

90% = A
80% = B
70% = C
60% = D
Less = F

Attendance Policy: Students are expected to attend frequently in order to be successful in this course. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment. This is in accordance with the policies set forth in the SPC General Catalog. This course information sheet contains the schedule of lectures and labs. If you are unable to finish this course, complete a withdrawal slip at the registrar's office.

Dropping a Course: Students may drop courses through Texan Connect, the Admissions and Records Office, or Advising and Testing Center through the late registration period.

After late registration has closed, a student must complete the online Student Initiated Drop Request to drop a course. Students may also drop courses in person at any campus location by completing a Student Initiated Drop Form. Complete a Student Initiated Drop Form and return the signed form to the Levelland Admissions and Records Office, the Student Support Center at the Lubbock Downtown Center, the Lubbock Career and Technical Center, or Plainview Center. You must have a picture ID to complete the drop. A mark of "W" will be given for student-initiated drops that occur prior to and through the last day to drop as indicated in the

online Academic Calendar found here:
<https://www.southplainscollege.edu/academiccalendar/index.php>.

Syllabus Statements: For information about Artificial Intelligence, Disabilities, Non-Discrimination, Intellectual Exchange, Title IX Pregnancy Accommodations, CARE (Campus Assessment, Response, and Evaluation) Team, Campus Concealed Carry, and COVID-19, please use this link:
<https://www.southplainscollege.edu/syllabusstatements/>.

Plagiarism and Cheating: Students are expected to do their own work on all projects, quizzes, assignments, examinations, and papers. Failure to comply with this policy may result in an F for the assignment and can result in an F or X for the course, if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Submitting work that has been purchased, borrowed, or downloaded from another student or an online term paper site.
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation;
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text citations.
5. Violating the Artificial Intelligence policy, as outlined in the syllabus. For more information on AI, please reference this in the syllabus statements:
<https://www.southplainscollege.edu/syllabusstatements/>

Cheating violations include, but are not limited to, the following:

1. Obtaining an examination by stealing or collusion;
2. Discovering the content of an examination before it is given;
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination, quiz, or homework assignment;
4. Entering an office or building to obtain unfair advantage;
5. Taking an examination for another;
6. Altering grade records;
7. Copying another's work during an examination or on a homework assignment;
8. Rewriting another student's work in Peer Editing so that the writing is no longer the original student's;
9. Taking pictures of a test, test answers, or someone else's paper.

Student Code of Conduct Policy: Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

Lab Safety: Follow all instructions given for your safety and the safety of others. Close toed shoes are required when completing outdoor Labs.

Logging into the Course: You are not allowed to give your user ID and/or password to anyone. You will be dropped and given an F for your final grade if someone besides you is caught logging into this course under your user ID and/or password.

Course Schedule: The following table contains the tentative course schedule. All material (including lecture material, experiment material, and material scheduled for the chapter exams) is subject to change. Also, all dates are subject to change. Changes will be announced if necessary.

Week 1:

Introduction to Agricultural Communications

Week 2:

Effective Communication, Audience Analysis, and Message Development

Week 3:

Oral Communication

Week 4:

News Media Writing and Opinion Writing

Week 5:

Document Design

Week 6:

Visual Communication

Week 7:

Digital Photography and Photographic Editing

Week 8:

Video and Audio Production

Week 9:

Writing and Designing for the Web

Week 10: (Spring Break)

Week 11:

Social Media

Week 12:

Media Relations, Risk & Crisis Communication, & Policy Communication

Week 13:

Persuasion and Persuasive Informational and Educational Campaigns

Week 14:

Personal Branding and Communications

Week 15:

Communications Campaigns Development

Week 16:

Future of Agricultural and Natural Resources Communication

Week 17: (May 5th) (Final Exam)