

South Plains College
Common Course Syllabus: AGRI 2374
Revised SPRING 2026

Department: Science

Discipline: Agriculture

Course Number: AGRI 2374

Course Title: Agriculture Communications

Available Formats: conventional

Campuses: Levelland

Course Description: The student will be introduced to effective communication methods in the Agricultural Industry. The History and development of mass communications and its application in Agriculture will be explored. Students will be introduced to methods in oral expression, writing, research, photography, graphics, and public relations.

Prerequisite: None

Credit: 3 Lecture: 3 Lab: 0

Textbook: All materials for lecture will be provided within Blackboard.

Supplies: Access to a computer, internet, and Blackboard.

Core Curriculum Objectives addressed:

- **Communications skills**—to include effective written, oral and visual communication
- **Critical thinking skills**—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Empirical and quantitative competency skills**—to manipulate and analyze numerical data or observable facts resulting in informed conclusions
- **Teamwork Skills** - —to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility**—to include the ability to connect choices, actions, and consequences to ethical decision-making.
- **Social Responsibility**—to include the demonstrated knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

Student Learning Outcomes:

Upon completion of this course and receiving a passing grade, the student will be able to define and understand the practical application of the following:

1. To identify purposes and types of professional communication.
2. To examine specific components of the listening process in communication.
3. Demonstrate ability to critique, analyze and develop audience groups and messages
4. To effectively communicate in interviews and presentations.
5. To effectively apply appropriate etiquette and social responsibilities in communication.
6. To illustrate how to organize information.
7. To interpret the effects of non-verbal communication.
8. To define digital communication
9. To outline appropriate media to deliver digital products and communication.
10. Demonstrate ability to read and interpret insights from social media outlets.
11. To evaluate graphic design and editing concepts
12. To demonstrate the use of various research strategies for obtaining information.
13. To apply the appropriate use of grammar, spelling and punctuation rules.
14. Demonstrate the ability to create and present written and oral critiques and provide effective oral presentations.
15. To recognize the appropriate presentation technique when presenting in a formal or informal setting.
16. Adapt language for audience, purpose, situation and intent.
17. Analyze audience, occasion and purposes of speaking occasions.
18. To understand the strategies used when making a presentation.
19. To understand the purpose of groups and leadership's role within them.
20. Demonstrate the ability to critique numerous forms of media, professions, and practices and understand the theories utilized in the discipline.

Student Learning Outcomes Assessment: Comprehensive assessments and group projects are used to evaluate student outcomes.

Attendance Policy:

[Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first-class meeting.

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. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or

“F” as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student’s responsibility to be aware of that policy.

It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. 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.]

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 will result in an F for the assignment and can result in an F for the course if circumstances warrant.

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

1. Turning in a paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill;
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.

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.

Course Topics:

Section 1: Introduction to Agriculture Communication

Section 2: Communication Styles

- Section 3: Digital Communications**
- Section 4: Researching Strategies**
- Section 5: Written Communication**
- Section 6: Social Media Strategies**
- Section 7: Public Speaking Basics**
- Section 8: Leadership Styles**
- Section 9: How to conduct a meeting**

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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/>.