

<u>AGB-847</u>	<u>Agricultural Communications</u>	3(3-0)
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Course Description

This course provides students with an introduction to the field of agricultural communications and journalism by providing an overview of the history, importance to society, and role media plays in agriculture. This course will introduce the communication process, how media serves as a communication channel, and how agricultural communicators utilize media to reach a variety of audiences. Students will specifically investigate historical and contemporary media including magazines, radio, television, movies, public relations, internet, and social media.

Educational Objectives

The course focuses on following skills and knowledge areas:

- The role of crisis communication in agriculture
- Creating a crisis communication plan
- Research and information gathering for blog posts using appropriate methods
- Writing social media posts
- Digitally photograph agriculture
- Writing headlines and photo captions for digital images

Course Outcomes

Upon successful completion of this course, the students will be able to

Write business appropriate letters and emails

Describe the role of social media in agriculture

Identify criteria needed to create a crisis communication plan

Effectively communicate agricultural information through various different media.

Course Contents

- Written communication
 - Professional emails
 - Professional Letters
 - Reference Letter
 - Cover Letter for Agriculture employment
- Audience analysis Matrix

- Blog Writing
 - Blog writing exercises
- Photo captions and social media post writing
- Mock Interviews
- Crisis Communication Plan activity
- Designing effective ads for agricultural products
 - Analysis of popular ads
- Business Etiquette Lessons
 - Self introduction
 - Workplace manners
 - Business attire
 - Telephone manners
 - Meeting etiquette