



**SAM HOUSTON STATE UNIVERSITY**

**College of Science and Technology**

**COURSE SYLLABUS  
ACOM 3360 Section .03  
COMMUNICATION SKILLS FOR AGRICULTURISTS  
Fall 2017**

**LOCATION**

Farrington 219

**SCHEDULE**

Tuesday - Thursday 8:00 – 9:20

**INSTRUCTOR**

Dr. Terry Waugh P 420-B Phone: 294-1198 E-Mail: [trw006@shsu.edu](mailto:trw006@shsu.edu)

Office Hours: Tue. – Thur. 1:00 – 3:00 or by appointment. (*appointments are encouraged*)

**COURSE DESCRIPTION**

This course is designed to provide an overview of information systems, principles and procedures used in communicating agricultural news and information in agricultural professions. Emphasis is placed on effective written and oral communications means in professional and media environments in addition to public relations efforts in the fields of agricultural education and agribusiness. *Pre-Requisites:* ENG 164 & ENG 165

*Overview:* Most information will be disseminated through lecture, but group discussion will be required in addition to related individual and group activities that foster a greater understanding of the material. Exams will include short answer and essay questions. Projects will require written, video, and/or computer composition and oral presentation.

**COURSE OBJECTIVES**

Upon completion of the course, students will be able to:

1. Analyze successful work habits necessary to work with diverse groups;
2. Examine characteristics of successful workers related to productivity, teamwork and ethical practices;
3. Describe writing as a primary form of communication;
4. Apply elements of effective writing;
5. Distinguish between writing styles;
6. Demonstrate the ability to write business letters and news stories;
7. Prepare communications for broadcast media purposes;
8. Prepare communications for public relations purposes;
9. Demonstrate effective oral communications skills; and
10. Develop a professional computer-generated presentation.

**TEXTS**

Course packet for ACOM 3360. Available from Eagle Graphics.

**ATTENDANCE POLICY**

Students are expected to attend all class meetings. Classes will begin promptly at the designated time. If an emergency or other justifiable reason prevents a student from attending class, the instructor should be notified as soon as possible. However, an absence will still be assessed regardless of the reason. If you are going to be late or absent from class please notify me in advance. If you do not notify me I will not feel obligated to take your late assignments. Students will be giving presentations in many of the classes and attendance is mandatory.

**ASSIGNMENTS & EXAMS**

Students will be expected to complete the requirements listed below.

1. Three (3) examinations and a final examination, which will be comprehensive.  
Exams will include both short answer and essay questions. Missed and make-up exams are subject to being administered in an all-essay format.
2. Five (5) writing assignments, including news-related stories, business-related letters, and public relations articles.
3. Three speech presentations.
4. One (1) PowerPoint project with oral presentation.
5. Daily applied activities and quizzes related to the current or previous day's topic(s).
6. Punctual and regular attendance, involvement in class discussions and activities, and participation in out-of-class activities.

The course is largely a writing and speaking course. Assignments shall be typed, double-spaced, and follow APA guidelines unless specified otherwise. Assignments are expected to be mechanically correct in spelling, grammar, etc.

**GRADING PLAN**

The following are the point values of each course requirement:

<u>Assignment</u>	<u>Maximum Point Value</u>
Examination #1	100 points
Examination #2	100 points
Examination #3	100 points
Final Examination	100 points
Writing Assignments (5 @ 50 points each)	250 points
PowerPoint Project with Oral Presentation	100 points
Attendance, Participation, Professionalism, Homework	50 points
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<b>TOTAL</b>	<b>800 points</b>

The following ranges of scores will be used to calculate the final grade:

- A = (92% and above)
- B = (82% and above)
- C = (72% and above)
- D = (60% and above)
- F = Less 60%

**No Late assignments will be accepted regardless of the reason.** Assignments are considered late if they are not turned in at the start of class on the due date. If you are going to

be absent assignments may be submitted early, e-mailed, faxed, turned in by a classmate, or by other arrangements with professor. If a student is absent on the day an assignment is done in class, it shall be due at the beginning of the next scheduled class day. **It is the student's responsibility to check with the instructor or classmates regarding possible missed assignments. Make-up exams for students with pre-approved absences are subject to being administered in an all- essay format.**

### **ACADEMIC DISHONESTY**

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

### **CLASSROOM RULES OF CONDUCT**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. **Cellular telephones must be turned off before class begins.** Students are prohibited making offensive remarks, sleeping, talking at inappropriate times, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy.

### **VISITORS IN THE CLASSROOM**

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in the classroom. They must not present a disruption to the class by their attendance. If a visitor is not a registered student, it is the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

### **STUDENTS WITH DISABILITIES**

Students with a disability that affects their academic performance are expected to arrange for a conference with the instructor in order that appropriate strategies can be considered to ensure that participation and achievement opportunities are not impaired. A student seeking accommodations should contact the Counseling Center and Services for Students with Disabilities (SSD) at the very beginning of the semester.

### **RELIGIOUS HOLIDAYS**

An institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. A student who plans to miss a class or required activity to observe a religious holy day should inform the instructor of all such days in writing not later than the 15<sup>th</sup> calendar day after the first day of the semester.

### **TENTATIVE SCHEDULE**

Will be provided

## **STUDENTS WITH DISABILITIES POLICY:**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

First Assignment Due:

Homework Number One, Short Story. Hard copy due start of class.

Write a short story about a life changing event in your life. This can be any event in your life that was important to you. This story can be sad or happy, true or made up. Any event that you feel impacted your life.

Be prepared to share this story to the class

#12 Arial font

Name and page # right hand side of paper

Two pages max

One inch margins all around

Single space