COURSE SYLLABUS

COURSE TITLE: Agricultural Advertising/Merchandising

CATALOG NUMBER: AGB-332

CREDIT HOURS: 3 credit hours

COURSE HOURS: 64 Lecture - 32 Lab - 32

COURSE DESCRIPTION: Covers planning, creation, and use of advertising related to agricultural economy and marketing of agricultural products. Purposes of advertising and displaying of merchandise, methods of appeal, copy problems, layout, design problems and selection of media. Practical applications will be demonstrated.

PREREQUISITES: None

INSTRUCTIONAL UNITS:

101 Planning
102 Budgeting
103 Media
104 Evaluation

GRADING CRITERIA: Kirkwood uses an A through F with plus and minus grading system.

PLAGIARISM POLICY: According to Webster, to plagiarize is “to steal or pass off the ideas or words of another as one’s own…to use created productions without crediting the source…to commit literary theft…to present as new and original an idea or product derived from an existing source.”

Kirkwood Students are responsible for authenticating any assignment submitted to an instructor. If asked, you must be able to produce proof that the assignment you submit is actually your own work. Therefore, we recommend that you engage in a verifiable working process on assignments. Keep copies of all drafts of your work, make photocopies of research materials, write summaries of research materials, hang onto Writing Center receipts, keep logs or journals of your work on assignments and papers, learn to save drafts or versions of assignments under individual file names on computer or diskette, etc.

The inability to authenticate your work, should an instructor request it, is a sufficient ground for failing the assignment.

In addition to requiring a student to authenticate his/her work, Kirkwood Community College instructors may employ various other means of ascertaining authenticity – such as engaging in Internet searches, creating quizzes based on student work, requiring students to explain their work and/or process orally, etc.
Students with disabilities who need accommodations to achieve course objectives must report to Learning Services, Linn Hall 133, as soon as possible.

Students will be participating in activities within this course which have the potential for exposure to hazardous chemicals. Precautions will be exercised to minimize the risk of exposure. Students are responsible to report immediately to the course instructor all incidents which involve direct exposure to hazardous chemicals to insure follow-up management of exposure.

At the completion of this course the student should be able to:

.01 Define advertising and identify its role in modern agri-marketing
.02 Develop an advertising budget
.03 Identify and evaluate the different types of media used in advertising
.04 Evaluate the effectiveness of advertising

UNIT 101 PLANNING

General Competency: 01 Define advertising and identify its role in modern agri-marketing

General Objective: The student should be able to identify all the areas of planning needed to prepare an advertising plan

101.1 Define advertising
101.2 Apply advertising concepts to a real project
101.3 Organize an advertising planning calendar
101.4 Determine what should be advertised

UNIT 102 BUDGETING

General Competency: .02 Develop an advertising budget

General Objective: The student should be able to complete an advertising budget for an agricultural product

102.1 Discuss the need for a budget
102.2 List the five budgeting methods
102.3 Prepare a budget
102.4 Develop a budgeting strategy

UNIT 103 MEDIA
General Competency: 03 Identify and evaluate the different types of media used in ag-advertising

General Objective: The student should be able to identify and illustrate several types of media used in agricultural advertising

103.1 List the main types of media
103.2 Choose the correct type of media for a particular audience
103.3 Develop creative media messages
103.4 Compare the different types of media
103.5 Complete ads for each type of media
103.6 Critique different types of ads

UNIT 104 EVALUATION

General Competency: .04 Evaluate the effectiveness of advertising

General Objective: The student should be able to predict the effectiveness of an advertising plan

104.1 Identify barriers to successful advertising
104.2 Select evaluation methods
104.3 Judge quality of advertising message
104.4 Assess the advertising environment
104.5 Determine the correct advertising mix

AGREEMENT FOR A PRODUCTIVE LEARNING ENVIRONMENT:

We believe that superior learning takes place in an environment where faculty and students exhibit fairness, trust, and mutual respect.

Fair and accurate evaluation is essential in the learning process. Students should expect evaluation based upon their performance. Instructors should assign grades free of bias.

Faculty promote trust by setting clear guidelines for assignments and for evaluation of student work. Students promote trust by preparing work that is honest and thoughtful.

Faculty show respect by taking students ideas seriously, providing honest feedback on their work, valuing their aspirations and goals, and recognizing them as individuals.

Students show respect by attending class, and paying attention, listening to others points of view, being prepared and contributing to discussions and performing to the best of their ability.

Both faculty and students show respect by being on time and meeting academic deadlines. They must use appropriate language that is respectful and appropriate for the learning environment. Being rude, demeaning or disruptive does not foster an environment where learning and excellence can happen. Faculty and students must work cooperatively with others and model the values of good character and good citizenship.