Agricultural Communications

Agricultural Communications is designed to enable students to effectively communicate in agribusiness settings. Topics include career opportunities, effective communication, conflict resolution, group dynamics, goal setting, time management, effective leadership, parliamentary procedure, and supervised agricultural experience programs.

Content standards for this course are not intended to serve as the entire curriculum. Teachers are encouraged to expand the curriculum beyond the limits of these content standards to accommodate specific community interests and utilize local resources. This course encourages critical thinking, use of the scientific method, integration of technology, development of student leadership skills, and application of knowledge and skills related to practical questions and problems. Safety concepts are integrated into instruction to the maximum extent possible.

This course may be taught as a one-credit or half-credit course. For a half-credit course, content standards 1, 3, 8, 11, 12, 13, and 14 must be included.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Career Opportunities

Students will:

1. Identify occupational opportunities in agricultural communications.

2. Explain the importance of a college education to the agricultural industry.

Effective Communication

3. Demonstrate effective oral and written communication skills.
   - Identifying types of speeches, including persuasive, informative, demonstrative, and commemorative

Conflict Resolution

4. Explain the importance of conflict resolution in an agribusiness.
   - Describing techniques used in resolving conflicts
Group Dynamics

5. Explain the importance of group dynamics in the agricultural industry.
   - Identifying roles of individual team members in reaching group goals

Goal Setting

6. Describe the importance of long- and short-term goals and goal setting in an agribusiness.

Time Management

7. Explain time management techniques in the agricultural industry, including setting priorities and scheduling.

Effective Leadership

8. Describe the importance of leadership in agribusiness.
   - Explaining leadership traits needed for operating an agribusiness
   - Describing personal leadership skills necessary for success in agribusiness
   - Explaining the importance of ethics in agribusiness

9. Differentiate among types of leaders in the agribusiness setting, including authoritarian, democratic, autocratic, and participative.

10. Describe qualities of a strong work ethic in an agribusiness.
    - Explaining reasons for following rules and regulations in the agribusiness setting

11. Evaluate personal attributes, including interpersonal relationship skills and value systems, as they relate to leadership in agribusiness management.
    - Describing behaviors necessary for success in interpersonal relationships in agribusiness

12. Describe ways FFA activities enhance personal leadership skills.

Parliamentary Procedure

13. Demonstrate parliamentary procedure in agribusiness meetings.
    Examples: types of motions, voting methods, steps in presenting a main motion, duties of the chairperson

Supervised Agricultural Experience

14. Describe the importance of maintaining records for a SAE program.