



Agricultural Leadership, Education and Communications

A&M-COMMERCE

ALC 4311- Public Relations, Crisis Communications, and Leading Change May Mini 2022

Please note: May Mini courses are a great way to complete coursework quickly. As such, the course moves...well...quickly. We will be covering the same amount of material as a long semester in a much shorter timeframe. You would be well advised to check your D2L course DAILY.

Instructor: Maggie R.P. Salem, Ed.D.
Assistant Professor
Agricultural Leadership, Education, & Communications

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Office Info: AGET 146

Office Hours:

The following office hours are the official times that I will be available for drop-in student consultation. I have an open door policy when possible and will try to assist students any time that I am available. However, occasionally the demands of class preparation, my role at the university, and service prohibit immediate drop-in service. You are welcome to email me to arrange a meeting time.

Please arrange a meeting via email during May Mini.

Course Meeting Time and Location

- Online/D2L

Materials – Textbooks, Readings, Supplementary Readings

- No textbook is required for this course. The instructor will provide supplementary readings and materials throughout the course. Material will come from a variety of sources including scientific and professional journals, publications from governmental agencies, information from agricultural organizations, and guest presenters.
- Reliable Internet Access

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

- MS Word 2007 or newer

Course Description: (as in catalog) This course offers the development of theoretical knowledge of strategically managing communications and developing mutually beneficial relationships with the public, crisis issue management, crisis communication, image repair discourse, and implementing effective change leadership. Best practices (and other) practices are discussed through real-world case studies.

Student Learning Outcomes:

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

1. demonstrate knowledge of the interconnectedness of current issues pertaining to public relations and crisis communications in agriculture,
2. apply knowledge of the interconnectedness of current issues pertaining to public relations and crisis communications in agriculture as evidenced through course related activities and assignments.
3. view themselves as engaged and effective agricultural leaders, able to effectively lead through crisis and change, within an interconnected and diverse world.

Course Assignments and Grading

Topics	Resources and Selected Readings	Activities, Point Value, and Grading Scale
Course Introduction and Overview	D2L Lecture	20 points Discussion
Communication Perception	D2L Lecture Norris, S. L., Murphrey, T. P., & Leggette, H. R. (2019). Do they believe they can communicate? Assessing college students' perceived ability to communicate about agricultural sciences. <i>Journal of Agricultural Education</i> , 60(4), 53-70. doi: 10.5032/jae.2019.04053	20 points Discussion
Effective Communication and Message Development	D2L Lecture	20 points Discussion
Research Methods Used in Communication	D2L Lecture Research Methods Used in Communication Application Exercise	20 points Discussion 100 points Application Exercise
Communications Campaign Development	D2L Lecture Analyzing a Campaign Application Exercise	20 points Discussion 100 points Application Exercise

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Crisis Communications: When Things Go Wrong	D2L Lecture	20 points Discussion
Crisis Communications: An Examination of Research	D2L Lecture Irlbeck, Erica; Jennings, Jessica Fry; Meyers, Courtney; Gibson, Courtney; and Chambers, Todd (2013) "A Case Study of the Crisis Communications Used in the 2009 Salmonella Outbreak in Peanut Products," <i>Journal of Applied Communications: Vol. 97: Iss. 4.</i> Palmer, Ashley; Irlbeck, Erica; Meyers, Courtney; and Chambers, Todd (2013) "A Case Study of the Risk and Crisis Communications Used in the 2008 Salmonella Outbreak," <i>Journal of Applied Communications: Vol. 97: Iss. 1.</i> Calley, Brandyl Brooks; Meyers, Courtney; Gibson, Courtney; and Irlbeck, Erica (2019) "A Comparative Content Analysis of News Stories and Press Releases During the 2015 Blue Bell Ice Cream Recall," <i>Journal of Applied Communications: Vol. 103: Iss. 3.</i>	20 points Discussion 100 points Article Summary (Details in D2L)
Persuasion and Persuasive Informational and Educational Campaigns	D2L Lecture Persuasion and Persuasive Informational and Educational Campaigns Application Exercise	20 points Discussion 100 points Application Exercise
Leading Change	D2L Lecture	20 points Discussion
Final	Final Reflective Essay: The Future of Agricultural Communications	200 points
Final Grade		Points Earned/780=Your Grade (don't panic...move the decimal) A=90-100% B=80-89% C=70-79% D=60-69% F=59% and below

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***Written Assignments**

The essay should be written in a format aligned with the *American Psychological Association (APA) Manual for Publication*, 6th edition. Exemptions to APA formatting will be specified when appropriate. A tutorial on scientific writing, including the use of APA format is available from the Online Writing Lab at Purdue University (<http://owl.english.purdue.edu/>). Personal face-to-face assistance with editing and format suggestions is available from the A&M Commerce on-campus Writing Center. APA will be used for punctuation, writing style, headings, and citations.

There will be no extra credit work available.

Late assignments will earn, at maximum, a grade of 70.

UNIVERSITY PROCEDURE/POLICIES

Student Conduct:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library

Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

Nondiscrimination Notice:

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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Campus Concealed Carry Statement:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

References:

The following web sites will be useful references.

AgHires

<https://ag hires.com/>

AgCareers

<https://www.agcareers.com/>

National FFA Organization

www.ffa.org

Texas FFA

www.texasffa.org

Vocational Agriculture Teachers Association of Texas

<http://www.vatat.org>

National 4-H Headquarters (USDA-CSREES)

<http://www.national4-hheadquarters.gov/>

National 4-H Council

<http://www.fourhcouncil.edu/>

Texas 4-H Web Page

<http://texas4-h.tamu.edu/>

National FCCLA

<http://www.fcclainc.org/>

Texas FCCLA

<http://www.texasfccla.org/>

Judging Card

www.judgingcard.com

Educational Excellence for AFNR

Teachers***

<http://www.txeducationalexcellence.com/>

Relevant Online Research Journals

Journal of Extension

<http://www.joe.org/>

Journal of Agricultural Education

<http://jae-online.org/>

Journal of Southern Agricultural Education Research

<http://www.jsaer.org/>

Texas Journal of Agriculture and Natural Resources

<http://www.tarleton.edu/Departments/txjanr/OnlineJrnl.html>

Journal of Family and Consumer Sciences

<http://www.natefac.org/JFCSE/jfcs>

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