



COLLEGE OF
**Agricultural Sciences
and Natural Resources**
A&M-COMMERCE

ALC 3312-Agricultural Communications and Publications

Instructor: Maggie R.P. Salem, Ed.D.
Professional Faculty-Agricultural Leadership, Education, & Communications
Texas A&M University-Commerce

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Office Fax: 903-886-5990

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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.

Monday-Thursday 8:30am to 2:00pm and/or by appointment.

Course Meeting Time and Location

Tuesday/Thursday 9:30-10:45am

ART 111

Materials – Textbooks, Readings, Supplementary Readings

No textbook is required for this course. The instructor will provide supplementary readings and materials throughout the course.

Optional Texts and/or Materials

No textbook is required for this course. The instructor will provide supplementary readings and materials throughout the course.

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.

Student Learning Outcomes

1. Develop understanding of the birth and evolution of agricultural communications as a discipline.
2. Understand the importance agricultural communications play in our society via the role media plays in agriculture.

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. Some elements of grading may be delegated to a teaching assistant for this course.

3. Develop specific skills, competencies, and points of view needed by professionals in agricultural communications careers. To do this students will:
 - a. Conduct audience analyses
 - b. Interview sources
 - c. Create, practice, and critique podcasts, blogs, vlogs, newsletters, digital photography, and other journalistic endeavors

Course Assignments and Grading

Activities & Assignments	Due Date	Point Value and Grading Scale
Audience Analysis Matrix		200
Blog Writing Exercise		200
Photography Exercise and Critique		200
Social Media Writing Exercise		200
CASNR Newsletter Article		200
Final Grade:		Points Earned/1000=Your Grade (don't panic...move the decimal) A=90-100% B=80-89% C=70-79% D=60-69% F=59% and below

Course Policies and Instructor Expectations:

Students are required to meet the expectations listed below:

Professional Behavior: It is important that you maintain a professional demeanor at all times, both during live class sessions, online, and via “electronic communication.” Texas A&M University-Commerce expects this from you, as do current and future employers. This course will be a good place to practice interacting in a manner appropriate to a professional setting. Participation in class discussion and instructional activities should follow the basic principles of common courtesy and decency. Rude and disruptive behavior, as well as cheating, in any form, will not be tolerated. The use of tobacco products in the classroom, laboratory, Zoom (or other virtual meeting platforms) meetings, and field trip sites is strictly prohibited. Use of intoxicants before class is strictly prohibited and will result in your immediate removal from class. Inappropriate conduct will not be tolerated. Failure to comply with instructor’s guidelines may result in suspension from class for the remainder of the day’s instruction. Repeat offenses may result in additional consequences.

Class Attendance Policy: Attendance is required and roll will be taken each class meeting (for online courses this is accomplished via D2L Discussions). Missing class can affect your grade. Attendance is expected. Three unexcused absences and the student will receive a grade of “F.” Absences will be considered excused if the instructor is 1) notified in advance and is approved PRIOR to class, and 2) the absence is related to a severe illness, participating in a university-sanctioned event, death of an immediate family member, or other absences as approved by the instructor. Students who miss class that is unexcused will NOT be given a makeup grade.

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Assignments:

1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students should have at least some skill with software for word processing, spreadsheets, databases, graphics, presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!
2. **Assignments must be turned in on time.** Assignments are due on the date or module listed. Start working on each assignment as soon as you possibly can and make sure that you have all the assignments submitted by the specified due dates. You **MUST** turn in all written assignments **ON TIME**. I will not accept late assignments. There will be no extra credit work available. As a professional, you will work with many deadlines. It is imperative that you start learning now how to organize yourself to meet such deadlines. Because this is so important, a 50 percent per day deduction will be assessed for all assignments turned in late. Assignments will not be accepted if they are more than 2 days late.
3. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please do not turn in work that is only “half-finished” as this will reflect a grade respective of what was submitted.
4. **Written assignments must be submitted in a format that is compatible with Microsoft Word,** if submitting electronically.

E-mail: Students must routinely check e-mail sent to his or her **Texas A&M University-Commerce account**. This is my primary mechanism for communicating outside of class. I check my e-mail several times a day, so this is the best way to reach me. Maggie.Salem@tamuc.edu.

Make-up Exams or Late Assignments: Will only be accepted if you obtain university-approved documentation for your excuse. There are no make-up assignments for poor performance on a previous assignment. No late assignments will be accepted.

Changes to Schedule: While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in class and e-mail. It is your responsibility to become aware of any such changes.

Technology Requirements:

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS).

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

Access and Navigation:

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You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Communication and Support:

If you have any questions or are having difficulties with the course material, please contact me, Maggie.Salem@tamuc.edu.

Technical Support

Brightspace Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at myLeo. <https://leo.tamuc.edu>

University Specific Procedures:

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/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

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

TAMU-C Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

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<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement:

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 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Non-Discrimination 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.

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.

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