

Troy High School Agricultural Education

Agricultural Communications Course Syllabus

Course Description

Agricultural Communications is designed to develop students' communication, leadership, and technology skills within the agriculture industry. Students will explore writing, photography, graphic design, social media, public speaking, marketing, and multimedia while completing real-world projects.

Course Objectives

- Demonstrate effective written, verbal, and visual communication skills.
- Create professional agricultural publications and promotional materials.
- Develop public speaking and presentation skills.
- Utilize photography, graphic design, and multimedia tools.
- Understand the role of social media in agriculture.
- Practice interviewing and journalism techniques.
- Design marketing materials for agricultural events and organizations.
- Work collaboratively on communication projects.
- Demonstrate professionalism, leadership, and ethical communication.

Major Units

- Introduction to Agricultural Communications
- Agricultural Literacy
- Journalism and News Writing
- Photography and Photo Composition
- Graphic Design
- Social Media and Digital Marketing
- Public Speaking
- Event Promotion
- Leadership Communication
- Career Exploration
- FFA Communications
- Final Communications Portfolio

Classroom Expectations

- Arrive on time and prepared each day.
- Participate actively in discussions and activities.
- Show respect to classmates, the instructor, and guest speakers.
- Use technology appropriately and for educational purposes.
- Keep cell phones put away unless permission is given for instructional use.

- Meet assignment deadlines.
- Work collaboratively and professionally.
- Maintain academic honesty.

Required Materials

- Notebook or binder
- Pencil or pen
- Chromebook or school-issued device (when available)
- Headphones (recommended)
- Flash drive (optional)

Parent/Guardian Communication

Parents and guardians are encouraged to contact Ms. Bruce with any questions regarding student progress or course expectations.

Student Acknowledgment

I have read and understand the Agricultural Communications syllabus and agree to follow all classroom expectations.

Student Name: _____

Student Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____