

Agribusiness Systems: Advanced Ag Leadership & Communications (2020)

Leaders and Leadership Styles. 1

1 Leaders and Leadership. 1.1

- 1 Discuss the importance of different styles of leadership (i.e., Autocratic, Democratic, and Laissez-faire). 1.1.1
 - 2 Identify leadership traits of influential leaders. 1.1.2
 - 3 Assess personal leadership traits utilizing personality tests (i.e., 16 Personalities, Enneagram, True Colours). 1.1.3
 - 4 Discuss the meaning and importance of ethics in leadership. 1.1.4
-

Personal Leadership Management. 2

1 Goal setting. 2.1

- 1 Discuss the meaning and importance of goals and goal setting. 2.1.1
 - 2 Discuss and implement SMART goals in their personal lives. 2.1.2
 - 3 Explain why a goal completion date is important. 2.1.3
-

2 Time Management. 2.2

- 1 Explain the importance of setting priorities. 2.2.1
 - 2 Differentiate between urgent and non-urgent items. 2.2.2
 - 3 Demonstrate the proper utilization of a planner. 2.2.3
-

Group Leadership Management. 3

1 Team Dynamics. 3.1

- 1 Explain the role of team dynamics in achieving group goals. 3.1.1
- 2 Demonstrate team functionality and individual contribution to team success. 3.1.2
- 3 Explain team dynamics and relate team dynamics to goal achievement. 3.1.3
- 4 List and explain the responsibilities of team members. 3.1.4

2 Conflict Resolution. 3.2

- 1 Discuss the meaning and importance of conflict and conflict resolution. 3.2.1
 - 2 List the causes of conflict. 3.2.2
 - 3 Discuss conflict-management processes (i.e., Forming, Storming, Norming, Performing). 3.2.3
-

Communicating in the public. 4

1 Public Speaking. 4.1

- 1 Distinguish between the two major kinds of speeches (i.e., prepared and extemporaneous). 4.1.1
 - 2 Identify the three major parts of a speech. 4.1.2
 - 3 Utilize the SPA method when telling stories and writing speeches (i.e., Support, Point, Application). 4.1.3
 - 4 Create an outline for a five-minute speech. 4.1.4
 - 5 Explain the importance of citations and how a bibliography is prepared. 4.1.5
-

2 Parliamentary Procedure. 4.2

- 1 Explain the meaning and purpose of parliamentary procedure. 4.2.1
 - 2 Explain methods of voting. 4.2.2
 - 3 Explain the steps in presenting a main motion. 4.2.3
 - 4 Explain the purpose of an amendment. 4.2.4
 - 5 Identify the qualities of a good chair. 4.2.5
 - 6 Conduct mock business meetings using appropriate parliamentary procedure. 4.2.6
-

Introduction to Agricultural Communications. 5

1 Personal methods of communications in Agriculture. 5.1

- 1 Discuss personal methods of communicating in the Agricultural Industry (i.e., social media, blogs, formal letters, thank you notes, biographies, telling our story, etc.). 5.1.1
 - 2 Demonstrate personal methods of communicating in the Agricultural Industry. 5.1.2
-

2 Professional methods of communication in Agriculture. 5.2

- 1 Discuss professional methods of communication in the Agricultural Industry (i.e., video, radio, editorials, opinions, etc.). 5.2.1
- 2 Demonstrate professional methods of communicating in the Agricultural Industry. 5.2.2

3 Careers in Agricultural Communications. 5.3

- 1 Discuss how to locate and apply for a job in agricultural communications. 5.3.1
 - 2 Explain the purpose of a resume and letter of application. 5.3.2
 - 3 Identify good interview techniques. 5.3.3
-

Creating and Editing of Agricultural Media. 6

1 Understanding Stylebook Guides for Communications in Agriculture. 6.1

- 2 Utilize stylebooks to identify editing mistakes in communications (i.e., Associated Press Stylebook). 6.1.2
 - 1 Explain and define stylebook guides and their importance in agricultural communications. 6.1.1
 - 3 Demonstrate professional methods of proofreading communications. 6.1.3
-

2 Creation of Social Media Graphics in Agriculture. 6.2

- 1 Demonstrate professional methods of creating social media graphics in the Agricultural Industry (i.e., Canva (chromebook compatible), Adobe Suite, etc.). 6.2.1
 - 2 Demonstrate professional methods of producing video content to market businesses in the Agricultural Industry (i.e., iMovie, Adobe Premiere Pro, Lightworks, DaVinci Resolve Studio 16, etc.). 6.2.2
 - 3 Demonstrate understanding of social media content creation via developing a portfolio (i.e., photography, writing, poster design, web design, social media mock posts). 6.2.3
-

3 Public Relations in Agriculture. 6.3

- 1 Discuss the importance of the different types of publications in Agriculture (i.e., blogs, op-ed letters to the editor, press releases, news stories, feature stories, etc.). 6.3.1
- 2 Identify traditional media publications present in Agriculture (i.e., Arkansas Farm Bureau Front Porch Magazine, ACA: Arkansas Cattle Business, The Rural Scene, Arkansas Wildlife Magazine, RFDtv, Radio Stations, etc.). 6.3.2
- 3 Identify digital media publications present in Agriculture (i.e., social media posts, blogs, banner ads, web page designs). 6.3.3
- 4 Identify strategies needed in developing interview questions and constructing press releases and publication articles. 6.3.4
- 5 Demonstrate professional methods of public relations in Agriculture. 6.3.5