

Lassen Community College Course Outline

AGR 4 Agricultural Sales and Communication

3.0 Units

I. Catalog Description

The study of principles and practices of the selling process: Selling strategies and approaches, why and how people buy, prospecting, territory management and customer service. Self-management, communication, and interpersonal skills necessary in developing leadership qualities and facilitating teamwork within the agribusiness sector will be explored. Students will gain experience through role-play, formal sales presentations, and job shadowing. The course content is organized to give students an in-depth understanding of the factors and influences that affect the agribusiness industry on a day to day basis. This course has been approved for hybrid delivery.

Transfer Status: CSU

C-ID AG-AB 112

34 Hours Lecture, 68 Outside of Class Hours, 51 Hours Laboratory, 153 Total Hours of Instruction

Scheduled: Spring

II. Coding Information

Repeatability: Not repeatable

Grading Option: Graded

Credit Type: Credit - Degree Applicable

TOP Code: 011200

III. Course Objectives

A. Course Student Learning Outcomes

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

1. Present a marketing plan for an agriculture commodity
2. Demonstrate techniques in sales using nonverbal and verbal communications skills

B. Course Objectives

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

1. Recognize and understand the characteristics needed for successful agribusiness sales.
2. Analyze and apply the component parts and dynamics of the sale process.
3. Explain the benefits of providing post sales customer service for agricultural customers.
4. Demonstrate characteristics of a good public speaker through role-play situations, using computer presentations software, and delivering formal sales presentations.
5. Define leadership and the characteristics of successful leadership.
6. Demonstrate interpersonal and organizational communication skills.
7. Become familiar with principles of good listening, overcoming communication barriers, and effective verbal and non-verbal communications

8. Become familiar with social responsibility and ethics.
9. Factors affecting ethical choices, criteria for ethical decision-making, managing company ethics.

IV. Course Content

A. Outline of Topics

1. Introduction to the scope and variety of the sales industry
2. Agricultural Leadership
 - a. Styles of leadership
 - b. Characteristics of successful leadership
 - c. Teamwork in organization
 - d. Development of a personal strategic plan
3. Overview of Relationship Selling
 - a. Why and how people buy
 - i. Hierarchy of human needs
 - ii. The buying motive
 - b. Consultative Sales
 - c. Importance of long-term relationships
4. Communication Skills:
 - a. Behavioral Styles and communication techniques
 - b. Overcoming barriers in communications
 - c. Effective listening skills
 - d. Non-verbal communication
5. Prospecting
6. The Sales Presentation
 - a. Approach
 - b. Presentation/Demonstration
 - c. Features and Benefits
 - d. Closing
 - e. Post-Closing follow-up
7. Sales Ethics
 - a. Social responsibility and ethics
 - b. Factors affecting ethical choices
 - c. Criteria for ethical decision making
 - d. Managing company ethics
8. Practical Exercises in
 - a. Developing collateral marketing materials
 - b. Developing social media marketing
 - c. Presentation management
 - d. Formal sales presentation

V. Assignments

A. Appropriate Readings

Western livestock journal, Agrimarketing.com

B. Writing Assignments

All students must complete a written final marketing presentation

C. Expected Outside Assignments

Student will do two sales presentations. Students will be required to complete two hours of outside-of-class homework for each hour of lecture.

D. Specific Assignments that Demonstrate Critical Thinking

Students will demonstrate critical thinking by analyzing three different marketing companies.

VI. Methods of Evaluation

Traditional Classroom Evaluation

A. Student grades will be determined by test and quizzes from lecture.

B. Student grades will be determined by practical application in lab.

Hybrid Evaluation

All quizzes and exams will be administered during the in-person class time. Students will be expected to complete online assignments and activities equivalent to in class assignments and activities for the online portion of the course. Electronic communication, both synchronous and asynchronous (chat/forum) will be evaluated for participation and to maintain effective communication between instructor and students.

VII. Methods of Delivery

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

Traditional Classroom Delivery Correspondence Delivery

Hybrid Delivery Online Delivery

Traditional Classroom Delivery

Lecture and Demonstrations

Hybrid Delivery

A combination of traditional classroom and online instruction will be utilized. Every semester, a minimum of 17 hours of class will be taught face-to-face by the instructor and the remaining hours will be instructed online through the technology platform adopted by the District. Traditional classroom instruction will consist of lectures, visual aids, discussions and group activities. Online delivery consists of instructor-generated information, readings, news communications, web links and activities as well as facilitation of forum based discussions and communications.

VIII. Representative Texts and Supplies

Dr. Rick Parker, Karen Kenny & Dylan Stott, *Introduction to Agribusiness*, National Agricultural Institute, 2019, ISBN 9781792324130

IX. Discipline/s Assignment

Agriculture, Agriculture Business

X. Course Status

Current Status: Active

Original Approval Date: 10/18/2016

Course Originator: Brian Wolf

Board Approval Date: 11/08/2016

Chancellor's Office Approval Date: 12/20/2016

Revised By: Brian Wolf

Curriculum/Academic Standards Committee Revision Date: 11/03/2020

Revised for IPR, no change: 03/15/2022