FBMT 2951: Farm Management Communications

A. COURSE DESCRIPTION
   Credits: 1
   Lecture Hours/Week: *
   Lab Hours/Week: *
   OJT Hours/Week: *
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   This course will assist the student in acquiring and developing a higher level of communication skills. Students will review and evaluate various communication methods and techniques relating to individuals in both the public and private sectors. Students will use this information in formulating effective communication methods and styles. Additional course content may include student initiated or group activities.

B. COURSE EFFECTIVE DATES: 08/27/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Explore and develop crisis communication techniques.
   2. Define methods of consumer education techniques.
   3. Explore and develop public and community relation methods.
   4. Interpret advantages/disadvantages of various communication methods.
   5. Define and apply methods and mechanisms of communication.
   6. Develop administrative skills.
   7. Develop improved written and oral presentation skills.
   8. Develop team/project management skills.
   9. Apply communication tools and techniques.

D. LEARNING OUTCOMES (General)
   1. The learner will discuss and explore a variety of communication skills.
   2. The learner will evaluate communication methods and styles.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted