SYLLABUS PART II
EDISON STATE COMMUNITY COLLEGE
AGR-110S Agricultural Communications and Marketing (Online)
Fall 2026

Section/Term: AGR-110S-801FS
Instructor: Brad Lentz
Bachelors: Agricultural Education from The Ohio State University, 1996
Instructor Email: blentz2@edisonohio.edu
Office Phone: 937-778-7866
Cell Phone: 937-417-5804
Office Location: 121 (Greenville Campus)
Office Hours: Monday: 9-12, Tuesday: 9-12
Class Times: Monday and Wednesday (Online)

Recommended Items:	Optional Text: *Agricultural Communications in Action, A Hands-on Approach*, Telg and Irani Large 3-ring Binder Notebook Paper

Contacting the Instructor:
I am available to work with you during my office hours or by appointment. If you are unable to reach me in person, emailing me is the best way to contact me. I check my email often. I make it a point to respond as quickly as possible and within 12-24 hours. You may also call my office phone. Leave a message, and I will call you back as soon as I can. It would probably be best to make an appointment, as I will be out often visiting high schools and recruiting future students.

Assignments:
Five major assignments will be written during the semester:

- News Release
- Pamphlet/Brochure Design
- Infographic
- Successful Marketing Campaign Critique
- Marketing Plan

All assignments must be successfully completed in order to pass the class.
Quizzes, case studies, group activities, weekly discussion board post and responses, and other small assignments will be done throughout the course.

Writing is a process. The first draft of a paper should not be the last. I will be glad to offer advice and look at a rough draft. These assignments will account for the bulk of your grade, and it is expected that you will pay attention to detail and insert some time and effort into them. A good work ethic and a driven attitude are traits that employers desire. Please pay close attention to the assignment directions and requirements before submitting.
Assignments will be graded within two weeks.

Grades and Evaluation:
Your grade for the course will be based on the following distribution:
A (90-100) B (80-89) C (70-79) D (60-69) F (below 60)

Assignment Breakdown:

News Release	150 points
Pamphlet/Brochure Design	100 points
Infographic/Infogram Design	100 points
Successful Marketing Campaign Critique	150 points
Marketing Plan/Presentation	200 points
Farming Fast Fact	50 points
Homework (2 x 30 points/each)	60 points
Introduction Speech	50 points
Exams (2 x 50 points/each)	100 points
Quizzes (7 x 10 points/each)	70 points
Discussion Board (5 x 10 points/each)	50 points
Reflections (10 x 20 points/each)	200 points
Final Exam	100 points
Total	**1380 points**

Behavior and Participation:
Use common sense when it comes to classroom rules. No cell phones, texting, social media, etc. If you are disruptive, I will ask you to leave and you will not get credit for the day.

Be respectful of each other. Argument and debate are an important part of classroom discussions. However, putting someone down or not considering others' ideas are not acceptable behaviors. Give everyone equal attention and respect during discussions.

Bring your books, something to take notes with, and the most recent drafts of your assignments to class every day.

Attendance:

Attendance is required in this class, not for my benefit, but for yours. Good attendance is one of the main concerns of employers. Being present and participating in classroom activities will greatly contribute to your learning experience. We will be doing work in class, and it will be beneficial to your grade if you are there. Plan to attend. High school students are required to attend even if your local high school is not in session that day. Circumstances sometimes arise that require you to miss class. If you need to miss class, you will be responsible for any material you may have missed. I expect you to be prepared for the next class. Any work done in class (group activities, peer reviews, etc.) cannot be made up. If you miss class, you miss the opportunity to earn those points. Coming in late or leaving early is disruptive to the class. If you must come in late or leave early, do so in the least disruptive manner possible.

Submitting Assignments:
Assignments will be turned in via Blackboard. Assignments need to be your own work. If I feel that an assignment has been plagiarized, I can submit it to Turnitin. Turnitin will compare it to thousands of documents on the internet. We will go over how to submit assignments in class.

Save your work in more than one place: your computer hard drive, a memory stick/flash drive, or burn to a CD. Computer crashes happen and do not excuse you from meeting deadlines.

Late Work:
Deadlines need to be met. Do your best to stay on top of your assignments.

Assignments will lose 10 points each day they are late. After 10 days the assignment will be entered as a "0" and there will be no opportunity to turn in the assignment after 10 days.

Plagiarism and Academic Integrity:
Edison Community College expects students to submit original work for each assignment. The Student Handbook http://www.edisonohio.edu/index.php?page=student-handbook, pages 48-51 clearly defines academic dishonesty and how Edison handles cases of academic dishonesty.

Plagiarism is generally accepted as being any the following:
1) Copying and pasting text from any electronic media or website, transcribing text from any printed material
2) Using words, phrases, information, or ideas from any print, electronic, or audio-visual media without proper citation or acknowledgement of the source
3) Using passages from other texts while only changing a few select words within that passage
4) Submitting work that originates from another student or commercial source such as a paper mill

5) Resubmitting an assignment used in another class without the expressed permission from the current and previous instructor
6) Translating a work from one language to another without proper quotations and citations.

Consequences for plagiarism can vary by instructor, but can include failure for the assignment or failure for the course. The instructor is not obligated to provide opportunities to make up a failed assignment due to plagiarism. In addition, since it is difficult for an instructor to determine instances of accidental plagiarism from intentional plagiarism, it is incumbent upon students to use all available resources to guard themselves against plagiarizing. These resources include Turnitin.com, the Learning Center, and the instructor. Instructors will provide students opportunities to fix occurrences of plagiarism before final submission.

Any assignment found to be plagiarized will receive a zero.

One of the features of Turnitin, the system where you will submit your essays, is an originality check. Turnitin will compare your essay to thousands of papers, websites, and other sources. This class will make use of that function. You will be able to view the originality reports as well. This is a good learning tool to help you understand plagiarism and using sources within your paper.

If you have any questions about plagiarism, please ask. I am more than happy to help you properly cite and paraphrase your sources. Please ask **before** your assignment is due.

Artificial Intelligence (AI) Policy
There are a variety of AI programs available to assist writers. AI programs are **not** a replacement for human creativity, originality, and critical thinking. Writing, like any skill, must be developed through practice over time. I encourage you to use AI (such as Word Editor) to help you with spelling and grammar.

However, the majority of any submission should be created by the student. Students may not, for example, type a question into an AI platform and copy and paste its response.

Any AI assistance other than basic editing should be tracked and cited within the assignment. A guide to tracking and citing AI will be included with the MLA resources in Blackboard.

Submitting AI-generated work without identifying it as such will be considered academic dishonesty and students will be subject to removal from and failure of this course.

Edison Alerts:

Make sure you are connected to the Rave Mobile Safety alert system to receive Edison Alerts. Edison will provide voice and text alerts provided you have completed the registration process. Bad weather can potentially cancel or delay classes. It is important to note for high school students that just because your high school is closed or delayed does not mean that Edison will do the same. If you have questions concerning the Rave Mobile Safety system, contact Helen Willcox or Campus Security for assistance.

Accommodations /Accessibility And Disability Support Services Policy
Edison State Community College will make reasonable accommodations for students with documented disabilities. If you believe you may need an accommodation based on the impact of a disability, contact the instructor privately with your self-identification letter. If you do not have a self-identification letter, contact Accessibility and Disability Support Services by emailing accessibilitysupport@edisonohio.edu or by calling 937.381.1548. Accessibility and Disability Support Services is located on the Piqua Campus in Room 160. For additional information, visit the **Accessibility and Disability Services** page.

Advising Services
Edison State's career pathway advisors are your partners in success. A career pathway advisor is the first advisor that you will meet with once you have made the decision to further your education. Together, you and your career pathway advisor will:

- Identify the right academic major to set you on your desired career path.
- Identify the courses you'll need to accomplish your academic goals.
- Help you develop a student plan tailored to your lifestyle and work schedule.
- Prepare you to navigate your first semester at Edison State.

You can find your career pathway advisor and faculty advisor information, including their email address, by logging into MyESCC and clicking on Student Planning. Go to Plan and Schedule and click on the Advising tab. You may also call 937-778-7850 to connect via phone call.

Bookstore Services
The Edison State Bookstore is here for all your educational supplies including textbooks, access codes, technology, and more! Contact us at 937-778-7970, through our email at 1165mgr@follett.com, or check us out online at https://www.bkstr.com/edisonccstore/home.

Career And Job Services
Our Career and Job Services advisors are dedicated to helping students and alumni advance their professional development as they make career decisions, develop job search strategies, pursue experiential opportunities and secure employment. Career and Job Services also provides career assessments, career information, resume and cover letter help, job postings and resources, tips

for interviewing and more. Visit https://www.edisonohio.edu/Career-and-Job-Services/ for more information.

Computers
If you are working on campus, computers with internet access are available in the internet café. The Library and Tutoring Center has computers and printers available for your use.

Library Services
The Edison State library is not only a comfortable place to study, we have an expansive collection of online resources available to help you with your research. Check out the library webpage here: https://www.edisonohio.edu/Library/. Libguides and short instructional videos are available to help you use these resources and can be found at: https://libguides.edisonohio.edu/. Please contact the library staff with any library questions you may have at library@edisonohio.edu, 937-778-7950, or stop in!

Mental Health Services
College is stressful! Feeling burned out, anxious, frustrated? When challenges arise that you need help dealing with, it's helpful to have someone to talk to. We have established partnerships with many local mental health providers. If you are concerned about a student or colleague, please file a CARE Team form https://www.edisonohio.edu/CARE-Team-Referral-Form/ so that immediate assistance can be given. This link and the CARE Team website can be found under Campus Services on our home page.

Student Resource Center And Charger Station Food Pantries
Edison State Community College is proud to assist students needing help to obtain basic necessities. The Student Resource Center and Food Pantry is stocked with all kinds of grab-and-go snacks, meal supplies, toiletries, household needs, and community resources. Stop by and check out our Charger Stations in Room 060 at Piqua beside the cafeteria, in the student lounge at Troy, in the Brooke-Gould Learning Resource Center at Eaton, and in Room 121 for personal care and pantry items in the student lounge at Greenville. If you need additional assistance, please reach out at ResourceCenter@edisonohio.edu.

Student Wellness Center
College is stressful! Feeling burnt out, anxious, frustrated? When challenges arise, it's helpful to have someone to talk to. We have partnerships established with many local mental health providers and can connect you with area resources.
The Student Wellness Center helps students navigate obstacles which might cause issues or create a sense of distress during your school year. Edison State has built a network of health professionals to support students. With these partnerships, the Student Wellness Center can assist students who need support in areas such as:

o Recovery and Counseling referral
o Housing
o Food
o Physical well-being
Information and education are also provided on the topics of:
o Alcohol and drug abuse and prevention
o Sexual assault prevention and awareness
o Building healthy relationships
o Inclusion and belonging
o Survivor support
o Self-care
o Anti-Hazing
If you are struggling and need to speak with someone in person, please reach out to 937-778-7854, Room 193 (next door to the Security Office).
Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking here. If this is a medical emergency, please call 911. If this is a mental health emergency, please call 988.

Testing Your Faith Act Policy
Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, https://www.edisonohio.edu/services-support/registration-records, located in "Forms" and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the student handbook at https://www.edisonohio.edu/services-support/student-resources.

Technical Support Services
For Blackboard Assignment issues, the Instructor should be the first point of contact *For Log-in or other technology issues:*
There are several steps you can follow if you have issues logging in to Blackboard or Office.

During business hours:

- Password reset: Log onto office.com with your Edison email and follow the "forgot password" prompts.
- Reach out for help during regular business hours (9-5 Monday-Thursday, 9-4 Friday)
    - email to support@edisonohio.edu
    - call 937-778-8600 and ask for IT Help Desk

After hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts
- Go to www.edisonohio.edu into the Services and Support tab and click "IT Help Desk".
- Call 937-778-7957 and talk to the off-campus Blackboard company to get help

Title IX Statement - Anti-discrimination, Harassment And Bullying
It is the policy of the College to maintain a learning environment free from bullying, discrimination, sexual harassment or sexual violence. Title IX federal law protects students, employees and third parties with a relationship to the college. All Edison State Community College employees are required to report all knowledge of incidents that violate the Title IX policy to the Title IX Coordinator or Deputy Title IX Coordinator immediately. Student and employee confidential consultation is available through the Coordinator of Health and Wellness Services. Title IX Policy and procedure language as well as contact information for the Coordinator of Health and Wellness, Title IX Coordinator and Deputy Title IX Coordinator can be found at www.edisonohio.edu/TitleIX/.

Tutoring Services
All Edison State students are eligible to receive free tutoring and learning support services through our Tutoring Center. Available services include Edison State tutors, both online and in-person, covering a wide variety of courses including various levels of math and paper reviews, online tutoring through OhioLINK eTutoring, distraction-reduced study rooms, and the use of Tutoring Center resources including subject-specific and general study guides. For more information on tutoring services, visit the Tutoring Center in the Library, email us at tutoringcenter@edisonohio.edu, call 937-778-7959, or visit our webpage at https://www.edisonohio.edu/tutoring-center/

Additional Support Services
Other important contacts you may need are listed below for reference:
Bookstore - 859-209-6958 bookstore@ecampus.com
Financial Aid - 937-778-7898 - financialaid@edisonohio.edu
Payment/Billing -937-778-7975 - businessoffice@edisonohio.edu
Transcripts/Graduation - registration@edisonohio.edu
IT Help -937-778-7957 - support@edisonohio.edu

Final Notes:
I very much appreciate the fact that you are in my class. Your decision to be here informs me that you care about your future and you want to make it great! My job is to give you information that I feel will give you a chance to succeed in the real world and prepare you for a career in agriculture. Your job is to learn and ask questions. I would be a fool to say that I know everything. I will do my best to give you pertinent and accurate information so that you can

make informed decisions. I operate with an open-door policy and don't ever hesitate to come to me with questions or concerns. I look forward to getting to know you and hope that you enjoy this course.

Finally, I reserve the right to make changes to the syllabus and schedule as I see fit. All changes will be made for the benefit of the class and I will always inform you of my intent to make any change before I make it.

Below is a tentative breakdown of the course schedule:

Week	Monday	Wednesday
Week 1 8/24	● Orientation and Overview ● Program Update ● What is Agricultural Communications? ● Careers ● Ch. 1 ● Discussion Board	● Caves to Computers ● History of Communication ● Homework
Week 2 8/31	∉ History of Journalism ∉ Mass Media ∉ Media's Role in Agriculture ∉ Discussion Board	∉ Process of Communication ∉ Types of Communication ∉ Knowing Your Audience ∉ Personality Traits ∉ Ch. 2 ∉ Research & Analysis ∉ Surveys ∉ Audience ∉ Focus Groups ● Ch. 3 ● Quiz
Week 3 9/7	● Guest Speaker: Dan Wilson, Co-Host/Producer of *In Ohio Country Today* ● News Media Writing ● News/Press Release	∉ Business Communication ∉ Types of Letters ∉ Email, Phone, Text, IM, etc. ∉ Ch. 4

	• Pitch Letters ∉ Ch. 5 ∉ Assignment: Farming Fast Fact	∉ Homework
Week 4 9/14	∉ Guest Speaker: Allison Ryan, Director of Marketing and Communications with MVP Dairy ∉ Reflection	• Document Design • Pamphlet, Brochure, Graphics • Ch. 6 • Assignment: Design a Pamphlet or Brochure • Assignment: Design an Infographic/Infogram
Week 5 9/21	• Guest Speaker: Bret Jacomet, Senior Director of Digital at AIM Media Midwest • Assignment: Write a News Release (Darke Soil & Water) • Reflection	• Exam 1
Week 6 9/28	• Speaking & Communication • Ch. 7-8 • Homework: Introduction Speech • Discussion Board	• Guest Speaker: Christina Hughes, Web Administrator & Media Design Coordinator at Edison State Community College • Designing an Effective and Functional Website • Developing a Personal Portfolio • Reflection
Week 7 10/5	• Guest Speaker: Jon Bateman, Eldora Speedway Marketing and Promotion Director • Reflection • Ch. 11	• Guest Speaker: Mike Less, Owner/Operator of Farmhand Mike, Agriculture, Farm Equipment & Outdoor Video Creator • Photography & Video • Ch. 9-10 • Quiz

		• News Release Assignment Due
Week 8 10/12	• The Marketing Plan • Development and Review of the final presentation • Assignment: Create a Marketing Plan	• Social Media Marketing • Small Business Basics • Ch. 12 New Media • Quiz • Introduction Speech due
Week 9 10/19	• Guest Speaker: Annette Coppess, E-Commerce Manager with Gardens Alive/Breck's Brand • Reflection	• Exam 2 • Brochure and Infographic Assignment Due • Assignment: Review of a Successful Marketing Campaign
Week 10 10/26	• Guest Speaker: Joel Penhorwood, Broadcaster with Ohio Country Journal • Reflection	• Guest Speaker: Stacie McCracken, Coalesce Network and McCracken Co. • Reflection
Week 11 11/2	• Media Relations • Public Relations • Public Service Announcements • Ch. 13 • Quiz	• Risk and Crisis Management • Ch. 14 • Persuasion • Ch. 15 • Quiz • Discussion Board
Week 12 11/9	• Special Events • Ch. 16 • Discussion Board	• Guest Speaker: Alyssa Miley, Senior Marketing Manager at Novus Foods • Omnichannel Loyalty • Reflection
Week 13 11/16	• Agritourism • CSA's (Community Supported Agriculture) • Quiz	• Guest Speaker: Kent Holmes, Marketing Manager for Apple Farm Service • Successful Marketing Campaign Assignment Due

		• Reflection
Week 14 11/23	• Guest Speaker: Ty Higgins, Senior Director of Communications and Marketing for Ohio Farm Bureau • Reflection	• Future of Agricultural Communications • Ch. 18 • Quiz
Week 15 11/30	• Final Exam	• Finalize Marketing Plans
Week 16 12/7	• Marketing Plan Presentations	• Marketing Plan Presentations • All assignments due