

Colquitt County Agriculture Leadership and Marketing (Schwarz)

Unit 1	AFNR-AML-2 Learns to work safely in the agriculture lab and work sites, demonstrates selected competencies in leadership through the FFA and agricultural industry organizations, and develops plans for a Supervised Agricultural Experience Program (SAEP).	<p>2.1 Explain the role of the Agricultural Education program and the FFA in personal development.</p> <p>2.2 Demonstrate knowledge learned through a SAEP.</p> <p>2.3 Develop leadership and personal development skills through participation in the FFA.</p> <p>2.4 Explore career opportunities in agribusiness through the FFA and Agricultural Education Program.</p> <p>2.5 Explore the professional agricultural organizations associated with the course content.</p>	1 Week
Unit 2	AFNR-AML-1 Demonstrate employability skills required by business and industry. The following elements should be integrated throughout the content of this course.	<p>1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities</p> <p>1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods</p> <p>1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations</p> <p>1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.</p> <p>1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.</p> <p>1.6 Present a professional image through appearance, behavior and language.</p>	2 Week (Year)
Unit 3	AFNR-AML-16 Practice human resource management methods for leading individuals and groups to understand the importance, types, and processes of effective team-building.	<p>16.1 Identify the importance and function of teams in agribusiness.</p> <p>16.2 Identify the value of democratic leadership in teamwork, organizations, etc.</p> <p>16.3 Illustrate the proper steps in effective conflict resolution and parliamentary procedure.</p> <p>16.4 Define the major leadership styles (Authoritarian and Democratic) and identify current examples of each.</p> <p>16.5 Identify the major personality types and problem-solving styles of individuals.</p>	2 Week
Unit 4	AFNR-AML-11 Identify the characteristics of common government agencies and the programs they offer related to agribusiness.	<p>11.1 Identify government agencies associated with agribusiness.</p> <p>11.2 Define the farm bill and interpret data found within a given U.S. Farm Bill.</p> <p>11.3 Identify and assess government programs and policies that affect agriculture.</p> <p>11.4 Explain the relationship between wildlife and the environment.</p>	2 Weeks

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Unit 5	AFNR-MAPS-4 Demonstrate principles of salesmanship and customer service.	<p>4.1 Model the attributes needed to become an effective sales person.</p> <p>4.2 Model skills of an effective customer service person.</p> <p>4.3 Identify the steps in conducting and completing a sale.</p> <p>4.4 Demonstrate effective communication skills needed to develop positive working relationships in agribusiness.</p> <p>4.5 Explain the importance of ethics in agribusiness.</p> <p>4.6 Compare and contrast agricultural sales techniques.</p>	2 Weeks
Unit 6	AFNR-MAPS-7 Demonstrate advertising and promotion techniques for agricultural products and services.	<p>7.1 Explain the importance of promoting agricultural products and services.</p> <p>7.2 Demonstrate procedures in merchandising agricultural products or services.</p> <p>7.3 Develop an advertising plan for an agricultural product, business, or service</p>	2 Week
Unit 7	AFNR-MAPS-8 Develop and implement marketing strategies and plans for an agricultural product or service.	<p>8.1 Describe the purpose and importance of marketing.</p> <p>8.2 Describe types of agricultural markets and cite current examples.</p> <p>8.3 Evaluate marketing strategies for agricultural products and services.</p> <p>8.4 Apply benefit/cost analysis to marketing agricultural products and services.</p> <p>8.5 Develop a marketing plan for agricultural products and services</p>	3 Weeks
Unit 8	AFNR-AML-15 Apply communications techniques in agribusiness.	<p>15.1 Illustrate the importance of communication skills in agribusiness.</p> <p>15.2 Discuss different forms of communication skills in agribusiness.</p> <p>15.3 Practice communication skills by giving prepared and extemporaneous speeches.</p> <p>15.4 Investigate and model communication techniques in agricultural careers.</p>	2 Week
Unit 9	AFNR-AML-2 Learns to work safely in the agriculture lab and work sites, demonstrates selected competencies in leadership through the FFA and agricultural industry organizations, and develops plans for a Supervised Agricultural Experience Program (SAEP).	<p>2.1 Explain the role of the Agricultural Education program and the FFA in personal development.</p> <p>2.2 Demonstrate knowledge learned through a SAEP.</p> <p>2.3 Develop leadership and personal development skills through participation in the FFA.</p> <p>2.4 Explore career opportunities in agribusiness through the FFA and Agricultural Education Program.</p> <p>2.5 Explore the professional agricultural organizations associated with the course content.</p>	1 Week (Year)
Unit 10	AFNR-AML-17 Explore the importance of community relations and public service	<p>17.1 Illustrate the meaning and importance of public service and citizenship.</p> <p>17.2 Create a list of qualities of being a good citizen and defend.</p> <p>17.3 Create a personal and organizational plan for service and implement it to serve others in the community.</p>	1 Week

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