11/8/2022 DATE
☐ REQUIRED COURSE
☐ ELECTIVE COURSE

AG DIVISION
☑ NEW COURSE
☐ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	AGR-059		**TITLE:** *(30 Characters Max)*		Agriculture Writing for Industry						
SEM CR HRS:	3	**Lecture:**	3	**Lab:**	0				**ECH:**	3	
Course Level:	☐ Gen Ed/IAI ☐ Baccalaureate/Non-IAI	☑ Career/Technical ☐ Dev Ed/Not in Degree Audit		**Clinical Practicum:**	0	**Work-based Learning**	0	**WBL ECH:**	PER CONTRACT		
COURSE PCS #	12-23.1303		**IAI Code**					**Contact Hours (Minutes Per Week)**			
Repeatable (Y/N):	N	**Pass/Fail (Y/N):**	N	**Variable Credit (Y/N):**	N	**Min:**	**Max:**	**16 Wks**	150	**8 Wks**	300
Prerequisites:	None										
Catalog Description: (40 Word Limit)	Provides students a practical strategy for successful communication used within the agriculture industry. An extensive focus on effectively writing warranty claims within the various agriculture software platforms.										

	List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Foundation of Dealership Communication	8			
2	Diesel Mechanical Industry Standard Software - Writing for Customer Service	10			
3	Diesel Mechanic Industry Standard Warranty Writing	12			
4	Employment Communication - Customer Facing	5			
5	Employment Communication - Internal	5			
6	Presentation	5			
	TOTAL	45	0	0	0

EVALUATION							
QUIZZES	☑	**EXAMS**	☐	**ORAL PRES**	☑	**PAPERS**	☑
LAB WORK	☐	**PROJECTS**	☑	**COMP FINAL**	☐	**OTHER**	☐

COURSE MATERIALS		
TITLE:	Handouts, Internet Sources, and Industry Software	
AUTHOR:		
PUBLISHER:		
VOLUME/EDITION/URL:		
COPYRIGHT DATE:		

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Communication Foundations	8	1. Discuss how effective nonverbal communication can help advance your career. 2. Improve your competitive edge by developing professionalism, writing etiquette, and intercultural effectiveness. 3. Learn the impact of powerful interpersonal skills for your professional success. 4. Explain why teamwork is important in the digital era workplace.
Industry Standard Software - Writing for Customer Service	10	1. Learn John Deere industry work order software for writing work orders. 2. Apply Communication Foundations to work order writing. 3. Demonstrate writing techniques that can simplify and clarify job status and completion.
Industry Standard Warranty Writing	12	1. Identify already established warranty records and analyze how it fits into your job. 2. After analysis write the failure and test procedures performed. 3. Demonstrate writing techniques that can simplify and clarify job status and completion.
Employment Communication - Customer Facing	5	1. Prepare a work order. 2. Discuss valuable trade methods to complete a task. 3. Sell the job to complete task.
Employment Communication - Internal	5	1. Prepare an effective cover letter, resume, and references. 2. Discuss methods to prepare for an interview. 3. Identify search strategies for a job search.

Presentation	5	1. Prepare, organize, and deliver an oral presentation as you would if speaking to a customer on a particular repair. 2. List techniques for improving customer experience.
	45	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
Prepare effective warranty communication.	
Prepare and deliver an effective oral presentation.	
Write effective, positive, and persuasive workplace messages.	

** Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.*