



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Extension and Communication							
Course Code		BTS210		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Students are, firstly, identify production problems of farmers, and farmers provide alternative solutions to provide the level of behavior change in direction is to provide knowledge and information. In this context, the release characteristics of education, agricultural extension program planning process, communication process, extension methods, the process of adopting and spreading knowledge of the labor force.							
Course Content		Content and objectives of agricultural extension. The basic principles of agricultural extension work stages. Preparation of business plans and make agricultural extension program. Role in development of rural agricultural extension. Environmental factors affecting the development of agricultural extension. Characteristics of innovations, diffusion and adoption. Human relations in agricultural extension. Agricultural extension tools and methods, individual and group methods. Evaluation of agricultural extension							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Berna GÜNDEN							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Teaching staff Lecture Notes
2	Agricultural Extension and Communication (Prof. Dr.Tayfun ÖZKAYA)

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and objectives of agricultural extension
2	Theoretical	History and development of agricultural extension
3	Theoretical	Issues of agricultural extension work
4	Theoretical	The basic principles of agricultural extension, agricultural extension work stages
5	Theoretical	Preparation of Agricultural Extension programs and business plans
6	Theoretical	Role in development of agricultural extension in rural
7	Theoretical	Environmental factors affecting the development of agricultural extension
8	Intermediate Exam	Midterm examination
9	Theoretical	Characteristics of innovations, spread and adoption of innovations
10	Theoretical	Basic Elements of Communication, Perception, Motivation
11	Theoretical	Human relations in agricultural extension
12	Theoretical	Agricultural extension tools and methods (individual publishing tools and methods)
13	Theoretical	Agricultural extension tools and methods (Group publishing tools and methods)
14	Theoretical	Agricultural extension tools and methods (mass publishing tools and methods)
15	Theoretical	Review of agricultural extension
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Seminar	2	4	0	8
Midterm Examination	1	12	1	13



Final Examination	1	25	1	26
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Agricultural extension work and insight at the heart of human characteristics
2	With the other branches of agriculture for rural development, agricultural extension, establish a relationship between
3	Agricultural extension program to prepare
4	Preparation of business plans in order to make agricultural extension work.
5	By understanding the communication process to communicate successfully

### Programme Outcomes (Seedling Production)

1	Having knowledge of physiology and morphology characteristics, growth, development and biochemical events occurred in fruits, vegetables and ornamentals plants
2	Having knowledge of soil, climate and irrigation conditions grown fruits, vegetables and ornamentals plants
3	Having knowledge of identification, classification and the use areas of fruits, vegetables and ornamentals plants
4	Having practical and theoretical knowledge of production techniques of fruits, vegetables and ornamentals plants
5	Having ability to identify and to maintain diseases and pests of fruits, vegetables and ornamentals plants
6	Having knowledge of marketing techniques, standards, contributions to the economy of fruits, vegetables and ornamentals plants, legal issues
7	Having knowledge of facilities and builds grown fruits, vegetables and ornamentals plants, and tools and materials used.
8	Having ability to use effective own language and having knowledge of language in order to communicate own colleagues and own customers,
9	Having knowledge of Atatürk Principle and Revolutions and, ability to assimilate Atatürk Principle and Revolutions
10	Having an enough foreign language to able to follow new development in relation with nursery production

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P6	3	2	3	2	3
P7	1	2	3	2	2
P8	3	4	3	3	2

