**Locust Trace AgriScience Center**

**3591 Leestown Rd, Lexington KY 40511**

**Equine Studies 2016-17 Syllabus**

**Course: Sales and Marketing in the Equine Industry (Level 3)**

**Instructor:** Laurie Mays

Locust Trace AgriScience Center

Laurie.mays@fayette.kyschools.us

**Website:** http://.LTequine.weebly.com

**Office Hours:** I have an open door policy, you are welcome to come and talk to me any time I am on campus and not in class. If I’m not on campus feel free to email me and I will respond within 24 hours.

**Course Description**: This course provides an introduction to equine sales and marketing. Course material will include: competition in the equine market place, marketing decisions, types of markets, contracting, government programs and regulations, personal development, employee and employer responsibilities, communications, promotion strategies, records, files, purchasing materials, stocking, selling and business account procedures. Students will engage in an in-depth examination of the methods by which horses communicate, learn and are trained. Students will be assigned a young or untrained horse. Horses will be trained to lead, tie, longe, ground-drive, load and accept handling for routine management practices. These horses MAY also be started under saddle and receive first rides depending on their needs and the time of the class and expertise of the students.

**Students will:**

* Demonstrate employability and social skills relative to the equine industry.
* Relate interpersonal skills to success in equine sales and marketing.
* Demonstrate effective verbal and written communications in equine sales and marketing.
* Dramatize effective salesmanship techniques in equine sales and marketing.
* Advertise and promote equine and equine products.
* Utilize equine business procedures and record keeping.
* Formulate a marketing plan for equine and equine products.
* Utilize technology in equine sales and marketing.
* Maintain records on a Supervised Agriculture Experience (SAE) Program and be able to summarize and analyze results in making financial decisions.
* Utilize activities of FFA as an integral component of course content and leadership development.
* Apply science, math and communication skills related to the equine industry.
* Students will have an understanding of logical progression in a training program.
* Students should have a stronger ability to understand a horse’s personality and develop a training program to fit that personality.
* Students learn to adjust an individual training session, when necessary, as it progresses.
* Students will learn visual communication and the importance of body language when dealing with horses.
* Students will learn techniques to develop mutual respect with a horse.
* Students will develop the basic skills necessary for starting a horse under saddle.

**Grading and Scale:** Formative: 40% A = 92-100% D = 65-73%

Summative: 40% B = 83-91% F = 64% and below

Final Exam: 20% C = 74-82%

**Because of the sequencing of the equine program at Locust Trace, students must achieve a cumulative grade of 65% or higher in the class to move to the next level.**

**Weekly Grade:** Students will be awarded a weekly grade based on components of the Ag. Ed. Program of Studies Employability standards. This grade will not exceed 1% of their formative grade.

**Attendance:** The student is responsible for attending classes on a regular basis. If classes are missed, *regardless of the reason*, the **STUDENT** is responsible for contacting the instructor via email **BEFORE** the absence occurs if at all possible. If for any reason, the student does not have access to email, upon student’s return, the student will be given an alternate opportunity to make up the portion of the weekly grade missed within the time frame designated in the FCPS Student Code of Conduct.

The student is also responsible for obtaining all notes/assignments from the programs Weebly page or from a classmate. Upon returning to school from an absence, the student will receive the same number of days that you were absent, plus an additional one day to complete and turn in make- up work. Arrangements for announced tests, major projects or term papers for which you had an adequate time to study or prepare shall be made on the day of return.

**Late Work:** Late work, which was not due to an absence, will not be accepted.

**Homework:** The majority of work will be done within the scope of the school day, however homework may be given on an as needed basis.

**Materials Needed:** - Boots (no steel toes) - Long pants (jeans or khakis)

- Notebook paper - 3 – ring binder

**Barn, Dress Code**

**And Safety:** This course will require students to participate in barn activities, work experiences and field trips. Students are required to be in dress code at all times when in a barn situation. This dress code include jeans or khaki pants, a school dress code appropriate shirt and boots. Students must also have a safety contract with the appropriate signatures on file with the teacher and have passed a safety exam, with a grade of 100%, before participating in any out of classroom activity. A school insurance policy and/or a private policy is required for students taking this course.

**Academic Honesty:** Cheating, fabrication, plagiarism, or helping others to commit these acts will not be tolerated. Academic dishonesty could result in disciplinary action including, but not limited to, a zero for the assignment or assessment as well as disciplinary action as determined by Locust Trace administration. For example: copying information from the internet is plagiarism if the appropriate credit is not given.

**Electronics:** During class time all electronic devices should be turned off unless given permission by the instructor. If an electronic device is out during class time it will be taken from the student and a parent will be required to pick up the device the same school day or the device may be returned to student after the principal communicates with the parent (first offense). If this occurs a second time the parent will be asked to pick up the device after three school days. For more information refer to the Locust Trace Handbook.

**Food/Drink:** Food is not permitted within the classroom or lab area at any time. Drinks are permitted ONLY if they are in a container which is sealable (lid or bottle with top).

**Class Fees:** Locust Trace instructional fees are $16 to be paid one time each year. There are NO additional fees for this course.

**FFA:** FFA membership is not required but strongly encouraged for students enrolled in this course. Supervised agricultural experience programs and FFA leadership activities are integral components of the course and provide many opportunities for practical application of instructional competencies. FFA membership dues are $15 and may be paid to Mrs. Magsam.

**KOSSA:** The Kentucky Occupational Skill Standards Assessment helps students become Career Ready. Students must be enrolled in their third credit in a specific pathway to become preparatory. Sales and Marketing in the Equine Industry is a stepping stone to the Ag Business KOSSA. Students must pass the KOSSA exam with a 70% to be declared Career Ready Technical.

**Syllabus Agreement**

*Please read the ENTIRE syllabus carefully. Sign, date, and return the following agreement to show your understanding. This will be recorded as your first grade of the semester (20 points)*

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, have read the course syllabus for **Sales and Marketing in the Equine Industry (Level 3)** and understand the requirements and expectations outlined within. Furthermore, I understand that late assignments, not associated with an absence, will *NOT* be accepted and that I MUST make every effort to email or call if I will not be attending class. I understand that in the event I do not have access to a phone or email, I will be given an alternate assignment to make up the portion of the weekly grade I missed. Additionally, I am aware of what academic dishonesty is and what constitutes plagiarism. I also understand that the first occurrence of academic dishonesty or cheating in this course will result in an automatic zero on that assignment or exam.

By signing this document I agree to abide by all rules and expectations outlined within this syllabus. Furthermore, I agree that if I miss class for *ANY* reason it is my responsibility to obtain my missing assignments and work from the class website or classmate and abide by the above mentioned guidelines as to when it is due.

If I have any questions about the contents of this syllabus or other course – related topics I am free to contact Mrs. Mays via email at any time ([laurie.mays@fayette.kyschools.us](mailto:laurie.mays@fayette.kyschools.us)).

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Student Signature Date

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Parent/Guardian Signature Date

Current email address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I do not have an email address \_\_\_\_\_\_\_