I. **Catalog Description:** (3-0) Methods of planning and implementing change in agricultural techniques and practices. Special emphasis on the role of the agricultural change agent and the efforts of change on society and the economy.

II. **Prerequisites:** Approval of the instructor.

III. **Expanded Course Description:** Methods and consequences of introducing, predicting technical change will be discussed and challenged for the current trends. The formal and informal social organizations and their place in technical change will be discussed as well as the economic status and security of certain social groups. Technical change as it relates to customs and how they will be affected in such areas as food habits, relations of young and old, marriage customs, ceremonies, religious beliefs, major values, and consumer habits.

IV. **Text book required for course:**
   Diffusion of Innovations – Fifth edition
   Everett M. Rodgers

V. **Intended Student Learning Outcomes:**
   a. Knowledge outcomes
      i. Diffusion research is widely recognized
      ii. Getting new ideas adopted is very difficult
      iii. How to speed up the rate of diffusion of innovation
      iv. Understanding the total innovation-decision process and how it works
   b. Value outcomes
      i. Understanding the different characteristics of adopter categories
      ii. Acknowledge the differences in the four major components of organizations
      iii. The ability to recognize challenges of the diffusion process
VI. **Course Requirements:**

a. Presentations/Field Trips: Can be an in class presentation, outside speaker, or field trip. It needs to be a topic that is innovative to the field of agriculture (remember agriculture is very broad). It should address the following:
   i. The innovation
   ii. Communication Channels
   iii. Time
   iv. Social System
   v. Rate of adoption
   vi. Any other areas that would help explain the future of the innovation

b. Written Report: Over presentation/field trip – Have a brief outline of you presentation or field trip to handout to class prior to presentation or field trip. Of the nineteen consequences “predicting the consequences of introducing technical change” take eight and apply to your presentation/field trip. Final paper to be handed in prior to or night of final.

VII. **Grading:**

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Test during semester</td>
<td>75 pts</td>
</tr>
<tr>
<td>Written report</td>
<td>50 pts</td>
</tr>
<tr>
<td>Presentation in online discussions</td>
<td>50 pts</td>
</tr>
<tr>
<td>Weekly assignments</td>
<td>75 pts</td>
</tr>
<tr>
<td>Final Exam</td>
<td>75 pts</td>
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</tbody>
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**TOTAL** 325 pts

324 – 300 A
299 – 275 B
274 – 225 C
224 – 175 D
174 – 000 F
VIII. General Policies:
Attendance is required. Must contact teacher if you cannot make class

* Academic Honesty: Cheating, plagiarism (submitting another person’s material or ideas as one’s own), or doing work for another person who will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged materials as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administrated by the faculty member who teaches the course in which the cheating took place.

* Students with Disabilities Policy: It is the policy of Tarleton State University to comply with the American with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation request cannot be made until the student has been officially admitted to Tarleton State University.

VII. Instructor Information:
Dr. Sandra K. Graham
Office: Ag. 105
254-968-9084
sgraham@tarleton.edu
Office Hours MWF – 8:00am – 5:00pm
Due to traveling requirements it is best to set appointment for office visit

VII. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged materials as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administrated by the faculty member who teaches the course in which the cheating took place.
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Department Head Approval

__________________________    ___________________
Signature

Date