

Plant Sciences 494

Horticultural Communications

Syllabus

Instructor:	Dr. Andrew J. Pulte
Office:	267 Ellington Plant Science Building
Phone:	865-974-8820
e-mail:	pulte@utk.edu
Office Hours:	By appointment
Lecture/Lab:	2:10 – 3:25 PM, Tuesday –Section 1
Online:	50% of this course will be online instruction
Location:	South Greenhouse classroom.
Required Text:	None

Course Description: Communication for horticulturists through written, oral, and visual media. Emphasis on communication skills using proper writing techniques and grammar for print media, brochure design using desktop publishing, slide show development, oral presentations, and video use for educational and informational presentations in Ornamental Horticulture.

Learning Objectives:

To be successful students must demonstrate that they can:

- Identify appropriate contemporary media issues and delivery platforms in the green industry
- Analyze their own assumptions and evaluate methodologies used by popular and well known green industry brands and media outlets
- Select academic evidence about issues presented in class and evaluate its worth
- Compare and contrast academic arguments within their field
- Contribute to a team and work effectively and collaboratively with the other members of that team; problem-solve, use constructive criticism to their advantage, and deliver a final product.

Late Policy: 10% will be deducted off the final grade for every day an assignment is late.

Grading: A = (93 - 100), A - (90 - 92) B+ = (87 - 89), B = (83 - 86), B - (80 - 82), C+ = 77 -79, C = 73 -76, C - 70 -72, D = 60 - 69, F < 60

ODS: Students needing special assistants or accommodations should contact UT's Office of Disability Services
Contact ODS
2227 Dunford Hall
Knoxville, TN 37996-4020

Phone: 865-974-6087 (v/tty)
Fax: 865-974-9552
E-mail: ods@utk.edu

Attendance: Every class is mandatory and you must have spoken with or left a message for the instructor before the class period if you plan on being absent.

Tobacco: No tobacco use in the classroom or during plant walks

Phones: No phones in class. If you have an emergency situation please tell me before class.

E-Mail: Email is one of the best ways to get in touch with me. But please make sure all emails are written in a professional business-like fashion.

Academic Honesty: The honor code is in effect and you are expected to follow it.

UT honor code statement:

An essential feature of The University of Tennessee is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.

Each student is responsible for his/her own personal integrity in academic life. While there is no affirmative duty to report the academic dishonesty of another, each student, given the dictates of his/her own conscience, may choose to act on any violation of the Honor Statement. Each student is responsible for knowing the terms and conditions of the Honor Statement and may acknowledge his/her adherence to the Honor Statement by writing "Pledged" and signing each graded class assignment and examination.

Students are also responsible for any act of plagiarism. Plagiarism is using the intellectual property or product of someone else without giving proper credit. The undocumented use of someone else's words or ideas in any medium of communication (unless such information is recognized as common knowledge) is a

serious offense, subject to disciplinary action that may include failure in a course and/or dismissal from the University. Specific examples of plagiarism are:

1. Copying without proper documentation (quotation marks and a citation) written or spoken words, phrases, or sentences from any source;
2. Summarizing without proper documentation (usually a citation) ideas from another source (unless such information is recognized as common knowledge);
3. Borrowing facts, statistics, graphs, pictorial representations, or phrases without acknowledging the source (unless such information is recognized as common knowledge);
4. Collaborating on a graded assignment without the instructor's approval;
5. Submitting work, either in whole or in part, created by a professional service and used without attribution (e.g., paper, speech, bibliography, or photograph).

Faculty members also have responsibilities which are vital to the success of the Honor Statement and the creation of a climate of academic integrity within the University community. Each faculty member is responsible for defining, in specific terms, guidelines for preserving academic integrity in a course. Included in this definition should be a discussion of the Honor Statement. Faculty members, at their discretion, may also encourage their students to acknowledge adherence to the Honor Statement by "pledging" all graded class assignments and exams. The form of pledge may include writing the Honor Statement on the assignment, signing the printed Statement, or simply writing "Pledged." Additionally, it will be the responsibility of each faculty member, graduate teaching assistant, and staff member to act on any violation of the Honor Statement. It is also incumbent upon faculty to maintain an atmosphere conducive to academic integrity by insuring that each quiz, test, and exam is adequately proctored.

Each administrator has the responsibility to maintain the Honor Statement and its associated review process.

More on E-Mail: Each student should have a working UTK e-mail address. The instructor will use e-mail to keep students up-to-date on class information.

Canvas: YOU are responsible for knowing how to use canvas including how to submit assignments on the site.

This Syllabus: This document is subject to change at anytime at the discretion of the instructor.

UNIVERSITY CIVILITY STATEMENT -- <http://civility.utk.edu/>

"Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, gracious-ness, cordiality, affability, amiability and courteous-ness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other's well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university

community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus.”

EMERGENCY ALERT SYSTEM -- <http://safety.utk.edu/>

The University of Tennessee is committed to providing a safe environment to learn and work. When you are alerted to an emergency, please take appropriate action. Learn more about what to do in an emergency and sign up for [UT Alerts](#). Check the emergency posters near exits and elevators for building specific information. In the event of an emergency, the course schedule and assignments may be subject to change. If changes to graded activities are required, reasonable adjustments will be made, and you will be responsible for meeting revised deadlines.

ACADEMIC INTEGRITY

“An essential feature of the University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

YOUR ROLE IN IMPROVING TEACHING AND LEARNING THROUGH COURSE ASSESSMENT

At UT, it is our collective responsibility to improve the state of teaching and learning. During the semester you may be requested to assess aspects of this course either during class or at the completion of the class. You are encouraged to respond to these various forms of assessment as a means of continuing to improve the quality of the UT learning experience.

DISABILITIES THAT CONSTRAIN LEARNING

“Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Student Disability Services (SDS) at 865-974-6087 in 100 Dunford Hall to document their eligibility for services. Student Disability Services will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.”

[Accessible Information, Materials, & Technology](http://accessibility.utk.edu/) --
<http://accessibility.utk.edu/>

WELLNESS -- <http://counselingcenter.utk.edu/> and <http://wellness.utk.edu/>

The *Student Counseling Center* is the university’s primary facility for personal counseling, psychotherapy, and psychological outreach and consultation services. The *Center for Health Education and Wellness* is dedicated to a community model that is embodied in the “**VOLS HELP VOLS**” commitment: *We are all Volunteers. We look out for each other.* The Center manages **974-HELP**, the **distressed student protocol**, **case management**, the **Sexual Assault Response Team**, and the **Threat Assessment Task Force**.