



# AGRI13010 Agricultural Extension

## Term 2 - 2024

Profile information current as at 23/05/2025 05:53 pm

All details in this unit profile for AGRI13010 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit will introduce you to the theory, principle and practice of agricultural extension in Australia and overseas. You will develop extension-related knowledge and skills to allow you to facilitate agricultural research and development outcomes to key stakeholders in order to improve practice change within the agricultural industry. You will explore the purpose of extension and how different methods can be used to achieve the desired outcome for agricultural businesses and industries. You will use a number of methods that will equip you to effectively engage with stakeholder groups and evaluate the effectiveness of extension strategies.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 7

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: Completion of at least 12 units (72 credit points).

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 2 - 2024

- Bundaberg
- Emerald
- Online
- Rockhampton

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 20%

#### 2. **Written Assessment**

Weighting: 30%

#### 3. **Presentation**

Weighting: 50%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from SUTE

**Feedback**

More introductory learning material.

**Recommendation**

While there is existing introductory learning material on the definition of agricultural extension, additional learning material should be created, in particular an introductory video, a formative "learning checkpoint" quiz and slides to accompany the week 1 pre-reading on agricultural extension.

#### Feedback from Unit coordinator reflections

**Feedback**

A learning checkpoint in Module 1

**Recommendation**

Given some students struggled with the introductory information on agricultural extension in Module 1 (weeks 1 and 2), the unit should include a formative assessment in the form of a "learning checkpoint" or test, ensuring students are familiar with agricultural extension.

#### Feedback from SUTE Feedback

**Feedback**

Suitable assessment

**Recommendation**

Review the assessment to ensure that there is clear alignment between the assessments and the learning material.

#### Feedback from Unit Coordinator Feedback

**Feedback**

The asynchronous nature of learning material in this unit lends itself well to schedules of the many students who are working full- or part-time jobs at this stage of their studies. However, it also presents challenges for engagement, which was very low this term.

**Recommendation**

Implement occasional extended drop in sessions for students to engage live with the unit coordinator outside of business hours.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Analyse the role and purpose of agricultural extension in facilitating change
2. Evaluate the impact of agricultural extension methods and approaches for different stakeholder groups
3. Develop and deliver an extension program for implementation within the agricultural industry.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Written Assessment - 20%	•		
2 - Written Assessment - 30%	•	•	
3 - Presentation - 50%			•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving			•
3 - Critical Thinking		•	•
4 - Information Literacy	•	•	•
5 - Team Work		•	
6 - Information Technology Competence			•
7 - Cross Cultural Competence	•	•	•
8 - Ethical practice			•
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 20%	•			•			•			
2 - Written Assessment - 30%	•	•	•	•	•		•			
3 - Presentation - 50%	•	•	•	•		•	•	•		

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Computer / laptop with webcam to allow videoconferencing.
- Wordprocessing, spreadsheeting and powerpoint software

## Referencing Style

**All submissions for this unit must use the referencing styles below:**

- [Harvard \(author-date\)](#)
- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Amy McCosker** Unit Coordinator  
[a.mccosker@cqu.edu.au](mailto:a.mccosker@cqu.edu.au)

## Schedule

### Week 1: Introduction to Agricultural Extension Part 1 - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to agricultural extension		
• What is agricultural extension?		
• History of agricultural extension		

### Week 2: Introduction to Agricultural Extension Part 2 - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to agricultural extension		
• Types and purpose of extension		

### Week 3: Adult Learning Part 1 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Adult learning		
• Adult learning principles		
• Learning styles and knowing your audience		

### Week 4: Adult Learning Part 2 - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
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- Adult Learning
- Learning styles preferred by farmers
  - Effective engagement

**Assessment 1: Agricultural Extension Program Description**  
 Due: Week 4 Friday (2 Aug 2024)  
 11:45 pm AEST

**Week 5: Communication in Agricultural Extension Part 1 - 05 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Communication in Agricultural Extension		
<ul style="list-style-type: none"> <li>• Communication styles</li> <li>• Presentation skills</li> </ul>		

**Vacation Week - 12 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic

**Week 6: Communication in Agricultural Extension Part 2 - 19 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Communication in Agricultural Extension		
<ul style="list-style-type: none"> <li>• Types of extension – extension models</li> <li>• Stakeholder identification and analysis</li> </ul>		

**Week 7: Practice Change and Technology Adoption Part 1 - 26 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Practice Change and Technology Adoption		
<ul style="list-style-type: none"> <li>• Practice and behaviour change</li> </ul>		

**Week 8: Practice Change and Technology Adoption Part 2 - 02 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Practice Change and Technology Adoption		
<ul style="list-style-type: none"> <li>• Technology adoption</li> </ul>		<b>Assessment 2: Agricultural Extension Approach Analysis</b> Due: Week 8 Monday (2 Sept 2024) 11:45 pm AEST

**Week 9: Monitoring and Evaluation Part 1 - 09 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Monitoring and Evaluation		
<ul style="list-style-type: none"> <li>• Why monitor and evaluate?</li> <li>• Development/design of instruments</li> </ul>		

**Week 10: Monitoring and Evaluation Part 2 - 16 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Monitoring and Evaluation		
<ul style="list-style-type: none"> <li>• Evaluation of extension programs</li> <li>• Communicating results</li> </ul>		

**Week 11: Extension Program Planning Part 1 - 23 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Extension Program Planning		
<ul style="list-style-type: none"> <li>• Program objectives</li> <li>• Components of an agricultural extension event</li> </ul>		

**Week 12: Extension Program Planning Part 2 - 30 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic

- Extension Program Planning
- Marketing
  - Post-event follow up

**Assessment 3 Agricultural Extension Program Proposal** Due:  
The presentation slides should be submitted on Wednesday 9AM of Week 12 (October 2, 2024). The live presentations will be delivered on Wednesday, Thursday or Friday of Week 12 at a time agreed upon between the student and the unit coordinator.

#### Review/Exam Week - 07 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
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#### Exam Week - 14 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Assessment 1: Agricultural Extension Program Description

#### Assessment Type

Written Assessment

#### Task Description

In this assessment you will select one agricultural extension program from a list of programs (to be provided on Moodle) and write a 1,500-word essay describing how your selected program facilitates change. In doing so you should be sure to discuss the following:

- The provider(s) of the program and their purpose
- The purpose of the program
- The stakeholders involved
- The extension approaches used to facilitate change
- Your analysis of the strengths and weaknesses of the program

More information on the essay structure will be provided on Moodle.

#### Assessment Due Date

Week 4 Friday (2 Aug 2024) 11:45 pm AEST

Submit through Moodle

#### Return Date to Students

Vacation Week Friday (16 Aug 2024)

Assessment feedback will be returned to students 10 working days after submission

#### Weighting

20%

#### Minimum mark or grade

50%

#### Assessment Criteria

In Assessment 1 you will be assessed on:

- Your written communication
- Your understanding of agricultural extension practices
- Your research and analysis on the role of the selected extension provider
- Your analysis of the extension provider's stakeholders

#### Referencing Style

- [Harvard \(author-date\)](#)
- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

## Submission

Online

## Submission Instructions

Submit through Moodle as a Word or similar document

## Learning Outcomes Assessed

- Analyse the role and purpose of agricultural extension in facilitating change

## Graduate Attributes

- Communication
- Information Literacy
- Cross Cultural Competence

# 2 Assessment 2: Agricultural Extension Approach Analysis

## Assessment Type

Written Assessment

## Task Description

Assessment 2 consists of two parts.

### Part A (20/30)

Part A is a group task and requires you to select one article from a list of agricultural extension-based peer-reviewed journal articles (the list will be provided to you in Moodle). In Part A, you will be assigned to a group of three students and you will develop a 2500 word (+/-10%) report to assess whether the extension approach utilized in your selected journal article was appropriate and suitable for the given circumstances. Part A is due on Monday of Week 8 (September 2, 2024) at 11:45PM. Part A is worth 20/30 for this assessment. In formulating your report your group should consider:

- The context (socioeconomic, stakeholder attributes, country/region, relevant production setting)
- The type of extension approaches used
- The methods used to carry out the relevant research
- The impact of the agricultural extension program(s) that the article evaluated

Further information will be provided in Moodle.

### Part B (10/30)

Part B of Assessment 2 is an individual task. In Part B you will write a short (700 word) reflection outlining how the extension approaches used in your selected journal article can be applied to the Australian context. Part B is also due on Monday of Week 8 (September 2, 2024) at 11:45PM. Part B is worth 10/30 for Assessment 2.

## Assessment Due Date

Week 8 Monday (2 Sept 2024) 11:45 pm AEST

## Return Date to Students

Week 10 Monday (16 Sept 2024)

Feedback for both Part A and Part B will be returned on Monday of Week 10

## Weighting

30%

## Minimum mark or grade

50%

## Assessment Criteria

Part A of Assessment 2 will be assessed on:

- Your group's analysis of the extension methods used
- Your group's analysis of the role of the extension method for appropriately facilitating change in the relevant stakeholder group and setting
- Written communication, formatting and referencing

Part B of Assessment 2 will be assessed on:

- Your ability to critically analyse how the aspects of the extension program can be applied to the Australian context
- Your justification of the above
- Written communication, formatting and referencing



## Referencing Style

- [Harvard \(author-date\)](#)
- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

## Submission

Online Group

## Submission Instructions

Part A and Part B are both due on Monday of Week 8 (September 4, 2023) at 11:45PM and must be submitted through Moodle. Part A must be submitted by one member of your group.

## Learning Outcomes Assessed

- Analyse the role and purpose of agricultural extension in facilitating change
- Evaluate the impact of agricultural extension methods and approaches for different stakeholder groups

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence

# 3 Assessment 3: Agricultural Extension Program Proposal

## Assessment Type

Presentation

## Task Description

In Assessment 3 you will develop and deliver a proposal for an extension program to implement the production of one of four agricultural products (the list is provided below). The extension program should be designed to encourage producers in other industries to take up your selected product as part of a diversification for resilience strategy. Your proposal will be developed as a 20-minute PowerPoint (or similar) presentation, which will be delivered live, via zoom, to the unit coordinator. The presentation slides should be submitted on Wednesday 9AM of Week 12. The live presentations will be delivered on Wednesday, Thursday or Friday of Week 12 at a time agreed upon between the student and the unit coordinator. You should prepare your presentation as though you are delivering your proposal to industry leaders who will determine whether or not to fund your extension program. At the conclusion of your presentation you will be asked to answer two questions. Further details on the four industries will be available on Moodle.

Your presentation should be structured as followed (it is suggested that students develop one or two slides per section):

Introduction

- Introduce the presentation and yourself
- Name the proposed extension program

Aim

- What is the purpose of the extension program and why is it needed (here you will need to provide a justification of why the agricultural product you have selected will enhance resilience to financial, disaster or other shocks)?

Outline of the target audience

- Why have you selected this audience?
- What do you know about this audience?

Extension approaches and theory

- What extension approaches will be used to achieve the aims of the extension program?
- What events, resources, tools will you use to deliver the extension program?
- What extension theories underpin your program?

Stakeholder identification, engagement, and communication strategy

- Who are the relevant stakeholders?
- How will you promote the program among these stakeholders?
- How will you engage them throughout the extension program?

## Learning style

- What learning style(s) will you cater for? And how?

## Time frame for program delivery

- How long will the program take to execute from the planning to post-program evaluation phase (provide a timetable of all stages)

## Program Monitoring and Evaluation

- How will you monitor the success of the program?
- How will you evaluate the success of the program - determining whether or not practice change has taken place and to what extent?

## Budget

- How will you achieve value for money on a budget up to \$200,000?

## Conclusion

The four products are:

- Goats
- Cut flowers
- Camels
- Minor tropical fruits (such as guava, lychee, mangosteen, durian and rambutan)

## Assessment Due Date

Submit the PowerPoint file through Moodle by 9AM on 02/10/2024. Complete the questionnaire on Moodle to determine the Assessment time (Wednesday, Thursday or Friday of Week 12).

## Return Date to Students

Exam Week Friday (18 Oct 2024)

## Weighting

50%

## Minimum mark or grade

50%

## Assessment Criteria

For Assessment 3 you will be assessed on:

- Your description of agricultural extension and agricultural extension approaches
- Your ability to articulate the benefits of the extension program
- Your ability to identify relevant stakeholders and formulate and promote an engaging agricultural extension program suitable for them
- Your analysis of learning styles and how to deliver them
- Your application of monitoring and evaluation methods to assess practice change
- Your use of agricultural extension theory
- Your ability to develop a suitable and accurate budget
- Your spoken communication, presentation formatting and referencing

## Referencing Style

- [Harvard \(author-date\)](#)
- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

## Submission

Online

## Submission Instructions

Please upload your presentation through Moodle by 9AM on 04/10/2024 as a PowerPoint (or similar) document on and deliver your presentation live via zoom.

## Learning Outcomes Assessed

- Develop and deliver an extension program for implementation within the agricultural industry.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### **What is a breach of academic integrity?**

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### **Why is academic integrity important?**

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### **Where can I get assistance?**

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### **What can you do to act with integrity?**



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem