



ASCI 224: LIVESTOCK MERCHANDISING

Proposer:
Name:

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Effective Term:

Fall 2024

Credit Status:

Credit - Degree Applicable

Subject:

ASCI - Animal Science

Course Number:

224

Discipline:

And/Or	(Discipline)
		Agricultural Production (Animal science, plant science, beekeeping, aquaculture)	

Catalog Title

Livestock Merchandising

Catalog Description

This course is designed for students to develop skills in preparing and marketing beef cattle, sheep, and swine for competition at intercollegiate livestock competitions. Additionally, the students can gain exposure to showing Dairy cattle. Students may also have the opportunity to help with the Tulare County Fair or Great Western Livestock Show. This course may be repeated three times.

Method of Instruction:

Field Experience
Laboratory
Lecture and/or Discussion

Course Units/Hours:
Course Units Minimum:

2

Lecture Hours Minimum (week)

1

Lab Hours Minimum (week)

3

Total Contact Hours Minimum (semester)

70

Total Outside Hours Minimum (semester)

35

Total Student Learning Minimum Hours (semester)

105

Repeatability:

Yes



Number of Repeats Allowed:

3

Maximum Allowable Credit:

8

Open Entry/Exit:

No

Field Trips:

Not Required

Grade Mode:

Standard Letter

TOP Code:

010200 - * Animal Science

SAM Code:

C - Clearly Occupational

Course Content

Methods of Assessment:

- Essay quizzes or exams
- Oral presentations
- Project
- Short answer quizzes or exams
- Skill demonstrations
- Written essays or extended papers

Course Topics:

Course Topics	
1	Proper handling and halter-breaking procedures for show animals beef and dairy cattle, sheep and swine
2	Exhibiting an animal at a fair or show to the animal's best advantage
3	Equipment and supplies necessary to take to a livestock show
4	Washing and grooming livestock and horses properly
5	Accentuating the positive and hiding the negative features through fitting show animals
6	Trimming, clipping, blending, and stacking hair and fleece of show animals
7	How to feed and care for an animal at either a show or sale (beef cattle, sheep, and swine)
8	Understanding the importance of livestock shows (County Fairs and Jackpot Shows) and learn how they are operated and managed.
9	Marketing of livestock to the consumer
10	Photography/Videography of livestock

Course Objectives:

Course Objectives	
1	Apply safe and ethical animal handling techniques to the management, care, and exhibition of a selected species of livestock or horses.
2	Discuss major issues, trends, and challenges facing the livestock and horse show industry.
3	Train, feed, groom and prepare livestock for exhibition.
4	Complete and submit livestock show entries.
5	Determine the appropriate division and class categories (by species, age, and purpose) for a selected species of livestock using a fair book.



6	Identify and correctly utilize the facilities, equipment, tools, and supplies needed for the successful management, care, and exhibition of a selected livestock species.
7	Apply a high level of work ethic, time management skills, and teamwork to compete at the collegiate livestock show.
8	Complete a livestock advertisement incorporating best practices learned.
9	Successfully help assist running a livestock show (County Fair or Jackpot).

Course Outcomes:

Course Outcomes	
1	A student should be able to utilize the necessary show equipment and supplies needed to perform tasks involved in fitting and showing livestock.
2	A student should be able to prepare and exhibit livestock for shows, judging events, and sales.
3	A student should be able to understand and help assist with running a livestock show.

Assignments:

Assignment Type:	Details
Writing	Create a Livestock Ad of the Animal you exhibited at the Collegiate Livestock Show.
Reading	Please read chapters 1 and 2 of Before the Banner before next class.
Homework	Please describe the proper criterion used to select a livestock animal to show. Please justify your answer with the priorities you think are most important when evaluating livestock.
Lab	Please describe in detail the process used to halter break/break your livestock animal for the Collegiate Livestock Show.

Textbooks or other support materials

Resource Type:	Details
Books	Weaver Livestock Book, Before the Banner, Purple. B096MTFY3D. 2021
Web/Other	American Angus Association Website (Fitting and Showing Beef Cattle Video)
Web/Other	American Hampshire Sheep Association Website (Sheep Fitting and Showing Videos)
Web/Other	National Swine Registry Website (Swine Fitting and Showing Videos)

Equity Review:

Yes

Other Degree Attributes

Not Transferable

Not a Basic Skills Course

Banner Title:

Livestock Merchandising

Curriculum Committee Approval Date:

03/06/2024

Academic Senate Approval Date:

03/13/2024

District Governing Board Approval Date:

04/08/2024

Course Control Number:

CCC000587451