

# Agricultural Communications (AGCM)

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The Agricultural Communications program is designed to produce graduates who possess exceptional communication skills meshed with a strong science-based background in agriculture and natural resources. This degree enables graduates to communicate vital information related to science, agriculture, natural resources, food and the environment to diverse audiences. Agricultural Communications graduates are prepared to work in the public and private sectors—from corporations to government agencies to nonprofits—pursuing a variety of careers including: writers, photographers, graphic designers, Web developers and managers, videographers, electronic/digital media producers, marketing specialists, public relations practitioners, publishers, researchers, distance education specialists, overseas development workers, extension educators and managers and editors of magazines and other printed or online news venues. Graduates work throughout corporate America, institutions of higher learning, government agencies, medical technology operations, lobbyist and advocacy groups, non-profits and research organizations in the public and private sector. This combination of technical subject matter knowledge and communication skills is not found in other curricula. The program also prepares students for graduate and professional schools, including law school.

## Curriculum in Agricultural Communications

### Freshman

| Fall                                       | Hours     | Spring                                       | Hours     |
|--|-----------|--|-----------|
| ENGL 1100 English Composition I            | 3         | ENGL 1120 English Composition II             | 3         |
| BIOL 1020 Principles of Biology            | 3         | BIOL 1030 Organismal Biology                 | 3         |
| BIOL 1021 Principles of Biology Laboratory | 1         | BIOL 1031 Organismal Biology Laboratory      | 1         |
| MATH 1130 Pre-Calculus Trigonometry        | 3         | <b>AGRI 1080 Agricultural Communications</b> | <b>3</b>  |
| COMM 1000 Public Speaking                  | 3         | Core History II                              | 3         |
| Core History 1                             | 3         | Core Social Science                          | 3         |
|  | <b>16</b> |  | <b>16</b> |

### Sophomore

| Fall   | Hours     | Spring  | Hours     |
|--|-----------|---|-----------|
| <b>JRNL 1100 Journalism Fundamentals</b>                   | <b>3</b>  | <b>COMM 3600 Foundations of Rhetoric and Social Influence</b> | <b>3</b>  |
| <b>CMJN 2100 Concepts in Communications and Journalism</b> | <b>3</b>  | Ag Group II <sup>2</sup>                                      | 3         |
| <b>PRCM 2400 Foundations of Public Relations</b>           | <b>3</b>  | ECON 2020 Principles of Microeconomics                        | 3         |
| Directed Elective <sup>1</sup>                             | 3         | Directed Elective <sup>1</sup>                                | 3         |
| Ag Group I <sup>2</sup>                                    | 3         | Core Literature   | 3         |
|  | <b>15</b> |   | <b>15</b> |

### Junior

| Fall   | Hours    | Spring                                  | Hours    | Summer   | Hours    |
|--|----------|---|----------|--|----------|
| <b>MDIA 3300 Foundation of Media Studies</b> | <b>3</b> | <b>ENGL 3040 Technical Writing</b>      | <b>3</b> | <b>AGRI 4920 Internship in Agricultural Communication and Leadership</b> | <b>3</b> |
| Ag Group III <sup>2</sup>                    | 3        | <b>AGEC 3010 Agribusiness Marketing</b> | <b>3</b> |  |          |
| Directed Elective <sup>1</sup>               | 3        | Directed Elective <sup>1</sup>          | 3        |  |          |

|   |              |   |              |
|---|--------------|---|--------------|
| <b>COMM 3500 Foundations of Human Communication</b> | <b>3</b>     | Ag Group IV <sup>2</sup>                              | <b>3</b>     |
| Free Electives                                      | <b>3</b>     | AGCO Support <sup>3</sup>                             | <b>3</b>     |
|   | <b>15</b>    |   | <b>15</b>    |
|   |              |   | <b>3</b>     |
| <b>Senior</b>                                       |              |   |              |
| <b>Fall</b>   | <b>Hours</b> | <b>Spring</b>   | <b>Hours</b> |
| AGCO Support <sup>3</sup>                           | 6            | UNIV 4AA0 Creed to Succeed                            | 0            |
| Directed Elective <sup>1</sup>                      | 3            | AGCO Support <sup>3</sup>                             | 3            |
| Core Humanities                                     | 3            | <b>AGRI 4940 Agricultural Communications Capstone</b> | <b>3</b>     |
|   |              | Core Fine Arts  | 3            |
|   |              | Free Electives  | 4            |
|   | <b>12</b>    |   | <b>13</b>    |

**Total Hours: 120**

- <sup>1</sup> Select from: JRNL 2210, JRNL 2310, JRNL 3220, JRNL 4230, PRCM 2500, PRCM 3000, PRCM 3500, PRCM 3280, MDIA 2350, MDIA 3350, CMJN 3110, ENGL 2010, ENGL 4020, ENGL 4030.
- <sup>2</sup> Select one Agriculture Elective from Group I, II, III, and IV: (Group I-Animal Sciences): ANSC 1000, POUL 1000 or FISH 2000 & 2020; (Group II-Plant Sciences): CSES 1000/03, CSES 2040/43, HORT 2010, HORT 2020, HORT 2030, or HORT 2040; (Group III-Diseases & Pests): ENTM 2040/43, ENTM 3040, or PLPA 3000; (Group IV-Food, Environment, and Society): FDSC 1000, CSES 1010, CSES 1020, CSES 1030, ENVI 1020, or RSOC 3190.
- <sup>3</sup> Select from courses in AGRI, AGECE, ANSC, APBT, BATM, BSEN, COMM, CSES, ENTM, ENVI, FISH, FDSC, HORT, PLPA, POUL, RSOC, JRNL, MDIA, PRCM, or ENGL.