

# AGRICULTURAL COMMUNICATION

## OVERVIEW

Administered by the Department of Agricultural Education & Studies

The agricultural communication major provides students with critical knowledge and skills to be effective agricultural communicators.

Graduates will communicate about agricultural science with diverse audiences within and outside the agricultural sector locally, nationally, and globally, using various communication channels and tools.

Students build a foundational knowledge of agricultural sciences such as animal science, horticulture, agronomy, agricultural and rural policy studies, global resource systems, food science and human nutrition, and agricultural business. They become proficient in communicating diverse agricultural topics with stakeholders, using various communication channels, tools, and strategies. Among others, students will develop knowledge and skills in areas such as audience and media analysis, strategic communication, message development for both online and offline communication channels, critical and analytical thinking, technical and research writing, public speaking, facilitation, persuasive and informative communication, public relations, agricultural issue analysis, development of agricultural promotional materials, and embracing diversity and differences in agriculture.

Agricultural communication students will obtain skills that enable them to be versatile in their career choices, pursuing work in public policy, agricultural extension, agri-business, non-profit sectors, commodity groups, agricultural cooperatives, education, research, publishing, sales, media, and agency work.

## Student Learning Outcomes

Graduates will be successful in drawing from agricultural and communication coursework as well as experiential learning opportunities through clubs and internships to meet the three overall program outcomes:

1. Demonstrate awareness of emerging issues in agriculture by engaging in conversations with the public and peers using various communication channels.
2. Identify target audiences and craft and deliver messages using appropriate communication channels.
3. Critically analyze the advancement of agricultural communication and its implications in regional, national, and international settings.

## Curriculum in Agricultural Communication

Only 65 cr. from a two-year institution may apply, which may include up to 16 technical cr.; 9 P-NP cr. of general electives; 2.00 minimum GPA

### University Requirements:

ENGL 1500	Critical Thinking and Communication	3
ENGL 2500	Written, Oral, Visual, and Electronic Composition	3
LIB 1600	Introduction to College Level Research	1
International Perspectives		3
US Diversity		3
<b>Total Credits</b>		<b>13</b>

### CALS Requirements:

#### Communication Proficiency:

6 cr. of English composition with a C or better and 3 cr. of speech fundamentals with a C or better

AGEDS 3110	Presentation and Sales Strategies for Agricultural Audiences	3
BIOL 2110	Principles of Biology I	3
BIOL 2120	Principles of Biology II	3
CHEM 1630	College Chemistry	4
CHEM 1630L	Laboratory in College Chemistry	1
ECON 1010	Principles of Microeconomics	3
	or ECON 1020 Principles of Macroeconomics	
Ethics Elective from Approved List		3
Humanities Elective from Approved List		3
MATH 1400	College Algebra	3
STAT 1040	Introduction to Statistics	3
<b>Total Credits</b>		<b>29</b>

### Major Requirements: Professional Communication:

AGEDS 1100	Professional Development in Agricultural Education and Studies: New Student Seminar	1
AGEDS 2110C	Agricultural Industries and Agencies	1
AGEDS 2150	Professional Development in Agricultural Education and Studies: Career Seminar	1
AGEDS 2270X	Fundamentals of Visual Communication for Agriculture and Life Sciences	3
AGEDS 2630X	Communicate with Impact in Agriculture, Natural Resources, and Life Science	3
AGEDS 3270	Survey of Agriculture and Life Sciences Communication	3
AGEDS 4120	Internship in Agricultural Education and Studies	3
AGEDS 4630	Communicating Contemporary Issues in Agriculture	3

Communications Elective from Approved List	21
<b>Total Credits</b>	<b>39</b>

### Major Requirements: Agricultural Sciences and Economics

Select one CALS area, take 12 credits including 6 credits at 3000-4000 level	12
Select additional CALS area, take 6 credits any level	6
Select additional CALS area, take 6 credits any level	6
Select 9 credits from any CALS area	9
<b>Total Credits</b>	<b>33</b>

### Electives: Select courses to bring total credits to 128. Four-Year Plan

#### First Year

Fall	Credits Spring	Credits
AGEDS 1100	1 ENGL 2500	3
Agriculture and Life Science Elective	3 International Perspectives	3
Professional Communication Elective	3 AGEDS 2270X	3
ENGL 1500	3 Agriculture and Life Science Elective	3
MATH 1400	3 LIB 1600	1
BIOL 2110	3 ECON 1010 or 1020	3
	<b>16</b>	<b>16</b>

#### Second Year

Fall	Credits Spring	Credits
Agriculture and Life Science Elective	3 CHEM 1630	4
BIOL 2120	3 CHEM 1630L	1
AGEDS 2630X	3 Professional Communication Elective	3
Agriculture and Life Science Elective	3 Agriculture and Life Science Elective	3
Ethics Elective	3 AGEDS 2110C	1
General Elective	1 Psychology Elective	3
	AGEDS 2150	1
	<b>16</b>	<b>16</b>

#### Third Year

Fall	Credits Spring	Credits
AGEDS 3270	3 Professional Communication Elective	3

Agriculture and Life Science Elective	3 Agriculture and Life Science Elective	6
Professional Communication Elective	3 General Elective	1
US Diversity	3 AGEDS 3110	3
STAT 1040	3 Humanities Elective (from list)	3
General Elective	1	
	<b>16</b>	<b>16</b>

#### Fourth Year

Fall	Credits Spring	Credits
AGEDS 4120	3 Professional Communication Elective	6
Agriculture and Life Science Elective	3 General Elective	4
Professional Communication Elective	3 Agriculture and Life Science Elective	6
AGEDS 4630	3	
AGEDS 3150	3	
General Elective	1	
	<b>16</b>	<b>16</b>

#### Total Credits: 128

\*To meet Ag Elective Requirements, students meet requirements in the following areas:

Select one technical agricultural area in which you will complete at least 12 credits (6 of these must be 3000-4000 level courses).

Select two other technical agricultural areas in which you will complete at least 6 credits (2 courses) in each area.

Select 9 additional credits from CALS coursework.

A 2.0 grade point average is required. This plan is a sample. Student plans may vary based on transfer credits, course availability and other factors.