

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 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Introduction to College Level Research	1
	International Perspectives	3
	US Diversity	3
Total Credits		13

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 311	Presentation and Sales Strategies for Agricultural Audiences	3
BIOL 211	Principles of Biology I	3
BIOL 212	Principles of Biology II	3
CHEM 163	College Chemistry	4
CHEM 163L	Laboratory in College Chemistry	1
ECON 101 or ECON 102	Principles of Microeconomics Principles of Macroeconomics	3
	Ethics Elective from Approved List	3
	Humanities Elective from Approved List	3
MATH 140	College Algebra	3
STAT 104	Introduction to Statistics	3
Total Credits		29

Major Requirements: Professional Communication:

AGEDS 110	Professional Development in Agricultural Education and Studies: New Student Seminar	1
AGEDS 211C	Agricultural Industries and Agencies	1
AGEDS 215	Professional Development in Agricultural Education and Studies: Career Seminar	1
AGEDS 327	Survey of Agriculture and Life Sciences Communication	3
AGEDS 412	Internship in Agricultural Education and Studies	3
AGEDS 227		3
AGEDS 263		3
AGEDS 463		3

Communications Elective from Approved List	21
Total Credits	39

Major Requirements: Agricultural Sciences and Economics

Select one CALS area, take 12 credits including 6 credits at 300-400 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
Total Credits	33

Electives: Select courses to bring total credits to 128. FOUR-YEAR PLAN

First Year

Fall	Credits Spring	Credits
AGEDS 110	1 ENGL 250	3
Agriculture and Life Science Elective	3 AGEDS 227	3
Professional Communication Elective	3 International Perspectives	3
ENGL 150	3 Agriculture and Life Science Elective	3
MATH 140	3 LIB 160	1
BIOL 211	3 ECON 101 or 102	3
	16	16

Second Year

Fall	Credits Spring	Credits
Agriculture and Life Science Elective	3 CHEM 163	4
BIOL 212	3 CHEM 163L	1
Agriculture and Life Science Elective	3 Professional Communication Elective	3
Ethics Elective	3 Agriculture and Life Science Elective	3
AGEDS 263	3 AGEDS 211C	1
General Elective	1 Psychology Elective	3
	AGEDS 215	1
	16	16

Third Year

Fall	Credits Spring	Credits
AGEDS 327	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 311	3
STAT 104	3 Humanities Elective (from list)	3
General Elective	1	
	16	16

Fourth Year

Fall	Credits Spring	Credits
AGEDS 412	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 463	3	
AGEDS 315	3	
General Elective	1	
	16	16

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 300-400 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.