



# AGRICULTURAL COMMUNICATION

Agricultural Communication tells the many stories of agriculture and the environment to consumers, to legislators and stakeholders, and to the general public. This major is ideal for those who are passionate about agriculture. The B.S. in Agricultural Communication (or Ag Comm) prepares students to be effective communicators in agribusinesses, commodity groups, agricultural advocacy agencies, and other agricultural or environmental organizations. The program blends agriculture, communication, and liberal education courses that prepare grads for a wide variety of career choices.

*Some golden nuggets to consider*

## CAREER PATHS

- Communication Specialist
- Public Relations Specialist
- Event Planner or Manager
- Writer or Editor
- Director of Communications
- Political Advisor, Advocate, or Lobbyist
- Extension Services Specialist
- Digital and Social Media Manager

## BEGINNING SALARY RANGE:

**\$50,000-\$58,000**

## UMC ADVANTAGE

**Flexibility:** This program has a great deal of flexibility for students to be able to tailor their program to their interests/career choices. The flexibility comes from combining communication and agriculture electives.

**Specialization:** The Agricultural Communication major provides a strong foundation in communication applied to a variety of agricultural and natural resource areas.

## ADD A MINOR

**Create additional career opportunities by adding one or more of the following minors:**

- Agriculture Business
- Agronomy
- Agricultural Systems Management
- Animal Science
- Equine Science
- English
- Writing
- Horticulture
- Management
- Marketing

**REAL. HANDS-ON. READY.**

# PROGRAM REQUIREMENTS & CURRICULUM

## COMMUNICATION CORE: 24 CREDITS

- COMM 3000 - Communication Theory (3.0 cr)
- COMM 3431 - Persuasion (3.0 cr)
- COMM 3704 - Business and Professional Speaking (3.0 cr)
- COMM 4000 - News and Social Media Communication (3.0 cr)
- COMM 4704 - Organizational Communication (3.0 cr)
- Choose one of the following:
  - COMM 4007 - Political Communication (3.0 cr) or
  - COMM 4800 - Crisis Communication (3.0 cr)
- Choose one of the following:
  - COMM 3710 - Event Planning and Management (3.0 cr) or
  - COMM 4900 - Public Relations (3.0 cr)

## AGRICULTURE CORE: 22 CREDITS

- AGECE 1005 - World Agricultural Food Systems (3.0 cr)
- AGECE 3430 - Food Marketing Systems (3.0 cr)
- AGRO 1183 - Field Crops: Production Principles (3.0 cr)
- ANSC 1004 - Introduction to Animal Science (4.0 cr)
- ASM 2200 - Introduction to Renewable Energy Systems (3.0 cr)
- HORT 1010 - Introduction to Horticulture (3.0 cr)
- SOIL 1293 - Soil Science (3.0 cr)

## INTERNSHIP

- GNAG 3899 - Pre-Internship Seminar (0.5 cr)
- GNAG 3900 - Internship (0.5-3.0 cr)
- GNAG 3901 - Post Internship Seminar (0.5 cr)

## ELECTIVES

- Communication Electives - minimum of 9 credits
- Agriculture Electives - minimum of 9 credits  
*Chosen from a wide variety of class options*

## TECHNOLOGY REQUIREMENT

- COMM 2110 - Communication Technology Trends (3.0 cr)



Contact us today!

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