



APPLIED AGRICULTURAL COMMUNICATION STUDIES



The B.S. in Applied Agricultural Communication Studies prepares students to be effective communicators in agribusinesses, commodity groups, agricultural advocacy agencies, and other agricultural or environmental organizations. The program provides transferrable skills by emphasizing communication theory and practice in the creation, development, presentation and evaluation of coherent messages. Use these communication strategies to create publications, plan events, and manage projects. The program blends agriculture, communication and general education courses while maximizing flexibility to allow students to choose electives to fit their career interests and expectations.

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 Applied Agricultural Communication Studies 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 or Writing
- Horticulture
- Management or Marketing

REAL. HANDS-ON. READY.

PROGRAM REQUIREMENTS & CURRICULUM

Applied Ag Comm Core: 25 credits

- Choose one of the following:
 - APLS 3001 - Individual Program Development (1.0 cr) or
 - GBUS 1005 - Orientation to Online Learning (1.0 cr)
- COMM 3000 - Communication Theory (3.0 cr)
- COMM 3431 - Persuasion (3.0 cr)
- COMM 3704 - Business and Professional Speaking (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)
- COMM 4000 - News and Promotional Writing (3.0 cr)
- Choose one of the following:
 - COMM 4007 - Political Communication (3.0 cr) or
 - COMM 4800 - Crisis Communication (3.0 cr)
- COMM 4704 - Organizational Communication (3.0 cr)
- GNAG 3900 - Internship (3.0 cr)

Admission Requirement

Requires an Associate of Applied Science (A.A.S.) degree in an agricultural field or 30 credits of agricultural course work before enrolling in the program.

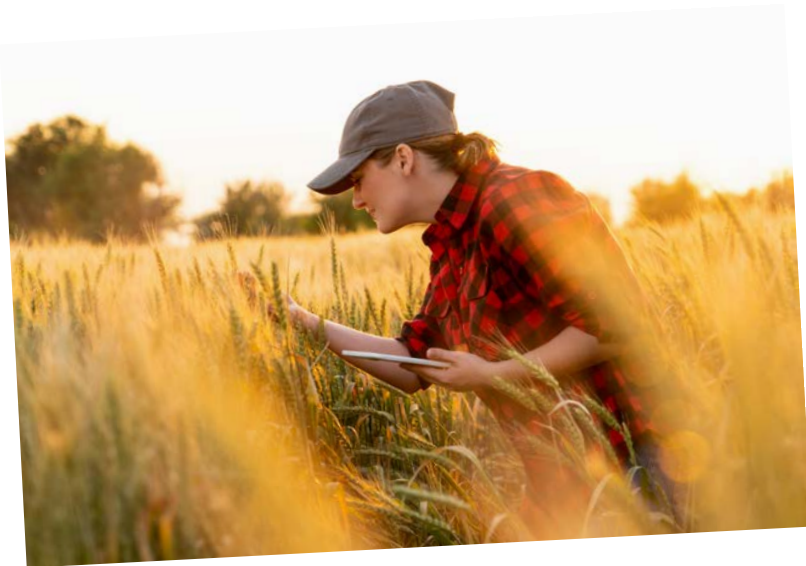
Communication Electives - 12 credits

Take 12 or more credit(s) from the following:

- COMM 2002 - Interpersonal Communication (3.0 cr)
- COMM 3002 - Intercultural Communication (3.0 cr)
- COMM 3008 - Business Writing (3.0 cr)
- COMM 3100 - Research Fundamentals (3.0 cr)
- COMM 3537 - Visual Communication (3.0 cr)
- COMM 3710 - Event Planning and Management (3.0 cr)
- COMM 3857 - Technical Communication (3.0 cr)
- COMM 4802 - Publication Design and Management (3.0 cr)
- COMM 4850 - Report Writing (3.0 cr)
- WRIT 2223 - English Grammar and Usage (3.0 cr)
- WRIT 3303 - Writing in Your Profession (3.0 cr)
- WRIT 3856 - Editing (3.0 cr)

Technology Requirement

- COMM 2110 - Communication Technology Trends (3.0 cr)



Contact us today!

(218) 281-8569 | umcinfo@umn.edu

www.umcrockston.edu/agcomm

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