

# AGCM - AGRICULTURAL COMMUNICATIONS

AGCM Class Schedule (<https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/AGCM/>)

## Courses

AGCM 199 Undergraduate Open Seminar credit: 1 to 5 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/199/>)

An experimental course on a special topic in agricultural leadership, education and communications. May be repeated in the same or separate terms as topics vary to a maximum of 12 hours. Prerequisite: ALEC Program approval required.

AGCM 220 Communicating Agriculture credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/220/>)

Skills necessary to communicate complex information about the broad agriculture domain to different audiences. Application of communication theories. Emphasis on essential communication skills, including writing, conducting interviews, planning, and critical evaluation of information sources. Same as ENVS 220 and NRES 220. Prerequisite: Completion of a Composition I course.

This course satisfies the General Education Criteria for: Advanced Composition

AGCM 230 Agricultural and Environmental Photography credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/230/>)

Application of photojournalism principles and techniques in the communication of topics related to food, agriculture, the environment, energy and community development for print, broadcast and computer-mediated applications. Emphasis on creative and technical aspects of digital photography.

AGCM 250 Visual Principles for Ag Comm credit: 2 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/250/>)

This course outlines fundamental design principles and techniques for effective visual communication on print. These principles will be applied in project-magazine pages, logos, brochures, newsletters, posters and signs-to achieve communication objectives. This course provides practical, hands on experience in developing visual presentations about topics related to agriculture, food, fiber, renewable fuel, the environment, and natural resources. Students are introduced to the use of industry-standard desktop publishing software (InDesign, Photoshop, Illustrator).

AGCM 270 Ag Sales and Persuasive Communication credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/270/>)

Sales concepts and persuasive business communication techniques. Role, dynamics, and principles of sales communications related to food, agriculture, and the environment. Sales objectives, market segmentation, prospecting, handling obligations, relationship building, and the nuances of sales communications.

AGCM 310 Investigating Agricultural Communications credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/310/>)

An introduction to the most prominent types of research methods used in the discipline of Agricultural Communications as well as across social science disciplines in general. This course will also engage the strategies and tactics that practitioners use in order to produce various forms of agricultural communications. There are three overarching goals of this course. First, after completion of this course, the student should be able to competently understand and assess reports of research. Second, the student should be able to adequately conceptualize and begin the process of conducting original research around questions of agricultural communications. Finally, students should be able to competently use research skills in order to generate various agricultural communications. Approved for Letter and S/U grading. Prerequisite: Registration preference given to Junior or Senior status students.

AGCM 315 Social Media Management in Agricultural Communications credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/315/>)

Theories, principles and practices of applying emerging tools, technology, and norms to communicate agriculture to broad audiences. Focus on the strategies and tactics of using social media to communicate food, fuel, fiber, natural resources, health, human nutrition and related topics.

AGCM 330 Environmental Communications credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/330/>)

Basics of communicating about environmental issues to various audiences, emphasizing communication to lay publics. Gathering information about a current environmental issue, analyzing interests of groups involved, and examining strategies for communicating clearly to different groups. Same as ENVS 330 and NRES 330. Prerequisite: Sophomore standing.

AGCM 375 International Agricultural Communications credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/375/>)

An examination of agricultural communications in international contexts. Students will learn about global communication networks, global media flow, cultural and intercultural communication in agriculture, and development communications in agricultural contexts. Approved for Letter and S/U grading. Prerequisite: Restricted to students with junior or senior standing.

AGCM 380 Publication Development and Production credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/380/>)

Addresses the modern realities of publication production (cost, competition, and consumption, among them) while giving students an experiential learning opportunity to take the lead in developing and publishing an e-magazine. Students will further develop and apply fundamental journalistic skills learned in AGCM 220, and learn magazine writing style, technical skills including photography and design, and production and e-delivery platforms. Students will discuss approaches to staffing, as well as publishers' and audiences' motivation. Approved for Letter and S/U grading. Prerequisite: AGCM 220.

AGCM 398 Undergraduate Seminar credit: 1 to 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/398/>)

Special topics in a field of study directly pertaining to subject matter in agricultural communications. Same as ALEC 398. May be repeated in the same or separate semesters, if topics vary.

AGCM 420 Public Information Campaigns credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/420/>)  
Coordinated approach to planning, implementing and evaluating information campaigns in the broad domain of food and agriculture. Students work with groups, agencies and organizations in designing communication campaigns strategies and tactics. 3 undergraduate hours. No graduate credit. Approved for Letter and S/U grading. Credit is not given for both AGCM 420 and AGCM 320. Prerequisite: Sophomore standing and Composition I course.

AGCM 495 Communicating Science credit: 3 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/495/>)  
Explores how science is communicated across contexts. Students will gain practical skills in communicating science to broad audiences. The main focus will be on agricultural science, but the lessons will be relevant to all science communicators. Topics will include exploring the foundations of science communication, developing skills in science writing for news and advocacy, public speaking, ethics and science communication, how persuasion operates in the context of science communication, science communication campaigns, among others. 3 undergraduate hours. 3 graduate hours. Approved for Letter and S/U grading. Prerequisite: Restricted to Junior or Senior standing for undergraduate students. Graduate standing is required for graduate credit.

AGCM 499 Seminar credit: 1 to 4 Hours. (<https://courses.illinois.edu/schedule/terms/AGCM/499/>)  
Special topics in agricultural leadership, education or communications. 1 to 4 undergraduate hours. 1 to 4 graduate hours. May be repeated in the same or separate semesters, if topics vary. Prerequisite: ALEC Program approval required.