AGCM 110 Intro to Ag and Env Comm credit: 3 Hours.
Development and role of communication in relation to food, feed, fiber, energy, natural resources, international development and other dimensions of agriculture. Introduction to channels, methods, challenges and opportunities for improving communication within agriculture and communicating agriculture to the public.

AGCM 199 Undergraduate Open Seminar credit: 1 to 5 Hours.
Experimental course on a special topic in agricultural communications. May be repeated in the same or separate terms as topics vary.

AGCM 220 Communicating Agriculture credit: 3 Hours.
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 ENV 220 and NRES 220. Prerequisite: Completion of a Composition I course. This course satisfies the General Education Criteria for:
UIUC: Advanced Composition

AGCM 230 Agricultural and Environmental Photography credit: 3 Hours.
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 270 Ag Sales and Persuasive Communication credit: 3 Hours.
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 293 Communications Internship credit: 1 to 3 Hours.
Supervised experience in a field directly pertaining to agricultural communications. Approved for S/U grading only. May be repeated. Prerequisite: Sophomore standing. AGCM Program approval required.

AGCM 294 Research Internship credit: 1 to 4 Hours.
Supervised, on-campus, learning experience with faculty engaged in research. Approved for S/U grading only. May be repeated in the same or subsequent terms to a maximum of 10 hours. Prerequisite: Sophomore standing.

AGCM 295 Independent Study or Research credit: 1 to 3 Hours.
Individual research, special problems, thesis, development and/or design work under the supervision of an appropriate member of the faculty. May be repeated. Prerequisite: AGCM Program and instructor approval required.

AGCM 315 Emerging Media credit: 3 Hours.
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 new media to communicate food, fuel, fiber, natural resources, health, human nutrition and related topics. Same as ADV 315. Prerequisite: AGCM 220 or ADV 150 or consent of instructor.

AGCM 320 Public Information Campaigns credit: 4 Hours.
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. Prerequisite: Sophomore standing and Composition I course. This course satisfies the General Education Criteria for:
UIUC: Advanced Composition

AGCM 330 Environmental Communications credit: 3 Hours.
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 ENV 330 and NRES 330. Prerequisite: Sophomore standing.

AGCM 396 Honors Research or Thesis credit: 1 to 4 Hours.
Individual research, special problems, thesis, development and/or design work under the direction of the Honors advisor. May be repeated in the same or subsequent terms. Prerequisite: Junior standing, admission to the ACES Honors Program.

AGCM 398 Undergraduate Seminar credit: 1 to 3 Hours.
Special topics in a field of study directly pertaining to subject matter in agricultural communications. May be repeated in the same or subsequent terms to a maximum of 12 hours.

AGCM 430 Comm in Env Social Movements credit: 3 Hours.
Examines the interests, values systems and communications strategies of key participants in the environmental movement. Students examine environmental issues and predict possible reactions from key participants in the environmental arena. 3 undergraduate hours. 3 graduate hours. Same as ENV 430, NRES 430, and SOC 464. Prerequisite: Composition I course.

AGCM 499 Seminar credit: 1 to 4 Hours.
Special topics in agricultural communications. 1 to 4 undergraduate hours. 1 to 4 graduate hours. May be repeated in the same or subsequent terms to a maximum of 12 undergraduate or graduate hours as topics vary.