AGRICULTURAL COMMUNICATIONS (AGCM)

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, if 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 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. 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. 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. 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 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: 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 ENVS 330 and NRES 330. Prerequisite: Sophomore standing.

AGCM 398 Undergraduate Seminar credit: 1 to 3 Hours. 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 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. Same as ENVS 430 and NRES 430. 3 undergraduate hours. 3 graduate hours. Prerequisite: Composition I course.

AGCM 499 Seminar credit: 1 to 4 Hours. Same as ALEC 499. See ALEC 499.