AGRICULTURAL COMMUNICATIONS (AGCM)

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

Courses

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 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 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: 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 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 for up to 6 hours in separate 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. 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.
Special topics in agricultural communications. 1 to 4 undergraduate hours. 1 to 4 graduate hours. May be repeated to a maximum of 12 hours as topics vary.