AGCM 270   Ag Sales and Persuasive Communication   credit: 3 Hours.

This course outlines fundamental design principles and techniques for effective visual communication on print. These principles will be applied to magazine pages, logos, brochures, newsletters, posters and other visual communications. Emphasis on creative and technical aspects of design and digital photography.

AGCM 250   Visual Principles for Ag Comm   credit: 2 Hours.

This course covers the fundamental design principles and techniques for effective visual communication on print. These principles will be applied in projects such as magazine pages, logos, brochures, newsletters, posters and other visual communications. Emphasis on creative and technical aspects of design and digital photography.

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 photography 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 projects such as 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 430  Comm in Env Social Movements  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/AGCM/430)
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. (https://courses.illinois.edu/schedule/terms/AGCM/499)
Special topics in agricultural communications. 1 to 4 undergraduate hours. 1 to 4 graduate hours. May be repeated in the same or separate semesters, if topics vary.