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 293 Communications Internship credit: 1 to 3 Hours. (https://courses.illinois.edu/schedule/terms/AGCM/293)
Supervised experience in a field directly pertaining to agricultural communications. Approved for S/U grading only. May be repeated up to 12 hours, if topics vary. Credit is not given for more than a total of 12 hours of Independent Study (IND) courses applying to a degree in ACES. Prerequisite: Sophomore standing. AGCM Program approval required.

AGCM 294 Research Internship credit: 1 to 4 Hours. (https://courses.illinois.edu/schedule/terms/AGCM/294)
Supervised, on-campus, learning experience with faculty engaged in research. Approved for S/U grading only. May be repeated up to 12 hours, if topics vary. Credit is not given for more than a total of 12 hours of Independent Study (IND) courses applying to a degree in ACES. Prerequisite: Sophomore standing.

AGCM 295 Independent Study or Research credit: 1 to 3 Hours. (https://courses.illinois.edu/schedule/terms/AGCM/295)
Individual research, special problems, thesis, development and/or design work under the supervision of an appropriate member of the faculty. May be repeated up to 12 hours, if topics vary. Credit is not given for more than a total of 12 hours of Independent Study (IND) courses applying to a degree in ACES. Prerequisite: AGCM Program and instructor approval required.

AGCM 315 Emerging Media 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 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. (https://courses.illinois.edu/schedule/terms/AGCM/320)
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. (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 ENV 330 and NRES 330. Prerequisite: Sophomore standing.

AGCM 396 Honors Research or Thesis credit: 1 to 4 Hours. (https://courses.illinois.edu/schedule/terms/AGCM/396)
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. Credit is not given for more than a total of 12 hours of Independent Study (IND) courses applying to a degree in ACES. Prerequisite: Junior standing, admission to the ACES Honors Program.

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. May be repeated in the same or separate semesters, if topics vary.

Information listed in this catalog is current as of 08/2018
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.