Agricultural Leadership, Education, & Communications: Agricultural Communications - Advertising, BS for the degree of Bachelor of Science Major in Agricultural Leadership, Education, & Communications, Agricultural Communications - Advertising
department website: https://agcomm.illinois.edu/
department faculty: https://agcomm.illinois.edu/faculty-staff overview of college admissions & requirements: Agricultural, Consumer & Environmental Sciences (http://catalog.illinois.edu/schools/aces/academic-units/#text)
college website: https://aces.illinois.edu/

Students pursuing the Agricultural Leadership, Education, & Communications, BS (http://catalog.illinois.edu/undergraduate/aces/agricultural-leadership-education-communications-bs) select from four concentrations:

- Agricultural Communications - Advertising (p. 1)
- Agricultural Communications - Journalism (http://catalog.illinois.edu/undergraduate/aces/agricultural-leadership-education-communications-bs/journalism)
- Agricultural Education (http://catalog.illinois.edu/undergraduate/aces/agricultural-leadership-education-communications-bs/agricultural-education)
- Organizational & Community Leadership (http://catalog.illinois.edu/undergraduate/aces/agricultural-leadership-education-communications-bs/organizational-community-leadership)

The Bachelor of Science with a Major in Agricultural Leadership, Education, & Communications

for the degree of Bachelor of Science Major in Agricultural Leadership, Education, & Communications, Agricultural Communications - Advertising

General Education Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHET</td>
<td>Writing and Research</td>
<td>6-7</td>
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<tr>
<td>CMN</td>
<td>Oral &amp; Written Comm I</td>
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<tr>
<td></td>
<td>&amp; CMN 101 Public Speaking</td>
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</tr>
<tr>
<td>CMN</td>
<td>Oral &amp; Written Comm II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&amp; CMN 112 and Oral &amp; Written Comm II</td>
<td></td>
</tr>
</tbody>
</table>

Advanced Composition

- AGCM 220 Communicating Agriculture

Western Cultures

Select from campus approved list.

Non-Western Cultures

Select from campus approved list.

US Minority Cultures

- LEAD 340 Leadership Ethics & Society: Addressing Contemporary Challenges

Foreign Language

Coursework at or above the third level is required for graduation.

Quantitative Reasoning I

Select one of the following:

- ACE 261 Applied Statistical Methods
- CPSC 241 Intro to Applied Statistics
- ECON 202 Economic Statistics I
- PSYC 235 Intro to Statistics
- SOC 280 Intro to Social Statistics
- SOCW 225 Social Work Statistics
- STAT 100 Statistics

Quantitative Reasoning II

AGED Choose from:

- MATH 124 Finite Mathematics
- MATH 220 Calculus
- MATH 221 Calculus I
- MATH 234 Calculus for Business I

AGCM/LEAD choose from campus QRII list

Natural Sciences and Technology - Physical Sciences

Select one from the following:

- ATMS 100 Introduction to Meteorology
- ATMS 120 Severe and Hazardous Weather
- ATMS 140 Climate and Global Change
- CHEM 101 Introductory Chemistry
- CHEM 102 General Chemistry I & CHEM 10:and General Chemistry Lab I
- ENVS 101 Introduction to Energy Sources
- ESE 117 The Oceans
- ESE 118 Natural Disasters
- GEOL 107 Physical Geology
- PHYS 101 College Physics: Mech & Heat

Natural Sciences & Technology - Life Sciences

Select one from the following:

- ANSC 207 Companion Animal Biology & Care
- ANTH 249 Evolution and Human Disease
- CPSC 112 Introduction to Crop Sciences
- CPSC 113 Environment, Agric, & Society
- FSHN 120 Contemporary Nutrition
- IB 103 Introduction to Plant Biology
- IB 105 Environmental Biology
- MCB 100 Introductory Microbiology
- MCB 101 and Intro Microbiology Laboratory

Humanities and the Arts

Select from campus approved list.

Social and Behavioral Sciences

Select one course from the following:

- PSYC 100 Intro Psych
- And Select one course from the following:
- ACE 100 Introduction to Applied Microeconomics
- ECON 102 Microeconomic Principles
- PS 101 Intro to US Gov & Pol

ACES Required

- ASES 101 Contemporary Issues in ACES

Major Requirements

- ALEC 110 Introduction to Agricultural Leadership, Education and Communications

Information listed in this catalog is current as of 07/2020
ALEC 451 Professional Development in ALEC

**Required Concentration (choose one):**
- Agricultural Communications - Advertising
- Agricultural Communications - Journalism
- Agricultural Education
- Organizational & Community Leadership

**Electives**
- Electives to bring total to 126 hours

**Total Hours:** 126

1. *Students in the Agricultural Education Concentration must select from ACE 100 or ECON 102.*

### Agricultural Communications - Advertising Concentration:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGCM 320</td>
<td>Public Information Campaigns</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 200</td>
<td>Introduction to Journalism</td>
<td>3</td>
</tr>
<tr>
<td>ADV 150</td>
<td>Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 281</td>
<td>Advertising Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>ADV 283</td>
<td>Advertising and Brand Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ADV 284</td>
<td>Consumer Insight</td>
<td>3</td>
</tr>
</tbody>
</table>

Select three of the following: 9
- ADV 390 Content Creation
- ADV 409 Media Entrepreneurship
- ADV 460 Innovation in Advertising
- ADV 483 Audience Analysis

Select three of the following: 8-12
- AGCM 230 Agricultural and Environmental Photography
- AGCM 250 Visual Principles for Ag Comm
- AGCM 270 Ag Sales and Persuasive Communication
- AGCM 315 Emerging Media
- AGCM 330 Environmental Communications
- AGCM 398 Undergraduate Seminar 1
- AGCM 430 Comm in Env Social Movements
- ALEC 293 Communications Internship
- LEAD 260 Foundations of Leadership

Students must also complete the ACES Minor in Food and Environmental Systems 18

1. ALEC 293 and AGCM 398 must be taken at 3 hours to meet this requirement.

### For the ACES Minor in Food & Environmental Systems

#### Required Courses for the Food and Environmental Systems Minor

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACES 102</td>
<td>Intro Sustainable Food Systems</td>
<td>3</td>
</tr>
<tr>
<td>FSHN 101</td>
<td>The Science of Food and How it Relates to You</td>
<td>3</td>
</tr>
<tr>
<td>NRES 100</td>
<td>Fundamentals of Env Sci</td>
<td>3</td>
</tr>
</tbody>
</table>

Select a minimum of three hours from the following introductory level courses: 3
- ANSC 100 Intro to Animal Sciences
- ANSC 101 Contemporary Animal Issues
- ANSC 110 Life With Animals and Biotech
- ANSC 223 Animal Nutrition
- ANSC 224 Animal Reproduction and Growth
- ANSC 250 Companion Animals in Society
- ACE 100 Introduction to Applied Microeconomics
- ACE 210 Environmental Economics
- ACE 222 Agricultural Marketing
- ACE 231 Food and Agribusiness Mgt
- ACE 232 Farm Management
- ACE 251 The World Food Economy
- CPSC 112 Introduction to Crop Sciences
- CPSC 116 The Global Food Production Web
- CPSC 226 Introduction to Weed Science
- FSHN 120 Contemporary Nutrition or FSHN Principles of Nutrition
- FSHN 232 Science of Food Preparation
- FSHN 260 Raw Materials for Processing
- HORT 105 Vegetable Gardening
- HORT 106 The Sustainable Home Garden
- NRES 109 Global Environmental Issues
- NRES 201 Introductory Soils
- NRES 219 Applied Ecology
- NRES 287 Environment and Society
- PLPA 204 Introductory Plant Pathology
- TSM 100 Technical Systems in Agr

Select a minimum of six hours from the following advanced level courses: 6
- ACE 306 Food Law
- ACE 310 Natural Resource Economics
- ACE 346 Tax Policy and Finan Planning
- ACE 403 Agricultural Law
- ACE 406 Environmental Law
- ACE 411 Environment and Development
- ACE 430 Food Marketing
- ACE 431 Agri-food Strategic Management
- ACE 432 Farm Management
- ACE 435 Global Agribusiness Management
- ACE 436 International Business Immersion
- ACE 451 Agriculture in Intl Dev
- ACE 456 Agr and Food Policies
- ANSC 305 Human Animal Interactions
- ANSC 306 Equine Science
- ANSC 309 Meat Production and Marketing
- ANSC 322 Livestock Feeds and Feeding
- ANSC 363 Behavior of Domestic Animals
- ANSC 400 Dairy Herd Management
- ANSC 401 Beef Production
- ANSC 402 Sheep Production
- ANSC 403 Pork Production
- ANSC 404 Poultry Science
- ANSC 405 Advanced Dairy Management
- ANSC 406 Zoo Animal Conservation Sci
- ANSC 407 Animal Shelter Management

*Information listed in this catalog is current as of 07/2020*
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ANSC 409</td>
<td>Meat Science</td>
</tr>
<tr>
<td>ANSC 422</td>
<td>Companion Animal Nutrition</td>
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<tr>
<td>ANSC 423</td>
<td>Advanced Dairy Nutrition</td>
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<tr>
<td>ANSC 431</td>
<td>Advanced Reproductive Biology</td>
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<tr>
<td>ANSC 438</td>
<td>Lactation Biology</td>
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<tr>
<td>ANSC 444</td>
<td>Applied Animal Genetics</td>
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<tr>
<td>ANSC 446</td>
<td>Population Genetics</td>
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<tr>
<td>ANSC 450</td>
<td>Comparative Immunobiology</td>
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<tr>
<td>ANSC 451</td>
<td>Microbes and the Anim Indust</td>
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<tr>
<td>ANSC 452</td>
<td>Animal Growth and Development</td>
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<tr>
<td>ANSC 467</td>
<td>Applied Animal Ecology</td>
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<tr>
<td>CPSC 407</td>
<td>Diseases of Field Crops</td>
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<tr>
<td>CPSC 418</td>
<td>Crop Growth and Management</td>
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<tr>
<td>CPSC 431</td>
<td>Plants and Global Change</td>
</tr>
<tr>
<td>FSHN 302</td>
<td>Sensory Evaluation of Foods</td>
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<tr>
<td>FSHN 322</td>
<td>Nutrition and the Life Cycle</td>
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<tr>
<td>FSHN 425</td>
<td>Food Marketing</td>
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<tr>
<td>FSHN 428</td>
<td>Community Nutrition</td>
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<tr>
<td>NRES 325</td>
<td>Natural Resource Policy Mgmt</td>
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<td>NRES 330</td>
<td>Environmental Communications</td>
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<tr>
<td>NRES 348</td>
<td>Fish and Wildlife Ecology</td>
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<tr>
<td>NRES 370</td>
<td>Environmental Sustainability</td>
</tr>
<tr>
<td>NRES 409</td>
<td>Fishery Ecol and Conservation</td>
</tr>
<tr>
<td>NRES 419</td>
<td>Env and Plant Ecosystems</td>
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<tr>
<td>NRES 420</td>
<td>Restoration Ecology</td>
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<tr>
<td>NRES 430</td>
<td>Comm in Env Social Movements</td>
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<tr>
<td>NRES 431</td>
<td>Plants and Global Change</td>
</tr>
<tr>
<td>NRES 474</td>
<td>Soil and Water Conservation</td>
</tr>
<tr>
<td>NRES 488</td>
<td>Soil Fertility and Fertilizers</td>
</tr>
<tr>
<td>PLPA 407</td>
<td>Diseases of Field Crops</td>
</tr>
<tr>
<td>TSM 311</td>
<td>Humanity in the Food Web</td>
</tr>
</tbody>
</table>

Total Hours: 18

1 Theses courses may only be used to satisfy the requirements of the major in Ag Communications or the Food and Environmental Systems minor, but not both.