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/ (https://engineering.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 105</td>
<td>Writing and Research &amp; CMN 101 and Public Speaking</td>
<td>6-7</td>
</tr>
<tr>
<td>CMN 111</td>
<td>Oral &amp; Written Comm I &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. 3

Non-Western Cultures
Select from campus approved list. 3

US Minority Cultures
LEAD 340 Leadership Ethics & Society: Addressing Contemporary Challenges 3

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

Quantitative Reasoning I
Select one of the following: 3-4

- 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: 3-5

- 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: 3-4

- 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 103 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: 3-4

- ANSC 207 The Science of Pets and How to Care for Them
- 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. 6

Information listed in this catalog is current as of 01/2021
### Social and Behavioral Sciences

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSYC 100</td>
<td>Intro Psych</td>
<td>4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACES 101</td>
<td>Contemporary Issues in ACES</td>
<td>2</td>
</tr>
</tbody>
</table>

### Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALEC 110</td>
<td>Introduction to Agricultural Leadership, Education and Communications</td>
<td>3</td>
</tr>
<tr>
<td>ALEC 451</td>
<td>Professional Development in ALEC</td>
<td>2</td>
</tr>
</tbody>
</table>

### 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.

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### 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:

- ADV 390 Content Creation
- ADV 409 Media Entrepreneurship
- ADV 460 Innovation in Advertising
- ADV 483 Audience Analysis

Select three of the following:

- 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
- 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

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

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### 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:

- 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:

- 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

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Information listed in this catalog is current as of 01/2021
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 and Goat 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  
ANSC 409  Meat Science  
ANSC 422  Companion Animal Nutrition  
ANSC 423  Advanced Dairy Nutrition  
ANSC 431  Advanced Reproductive Biology  
ANSC 438  Lactation Biology  
ANSC 444  Applied Animal Genetics  
ANSC 446  Population Genetics  
ANSC 450  Comparative Immunobiology  
ANSC 451  Microbes and the Anim Indus  
ANSC 452  Animal Growth and Development  
ANSC 467  Applied Animal Ecology  
CPSC 407  Diseases of Field Crops  
CPSC 418  Crop Growth and Management  
CPSC 431  Plants and Global Change  
FSHN 302  Sensory Evaluation of Foods  
FSHN 322  Nutrition and the Life Cycle  
FSHN 425  Food Marketing  
FSHN 428  Community Nutrition  
NRES 325  Natural Resource Policy Mgmt  
NRES 330  Environmental Communications  
NRES 348  Fish and Wildlife Ecology  
NRES 370  Environmental Sustainability  
NRES 409  Fishery Ecol and Conservation  
NRES 419  Env and Plant Ecosystems  
NRES 420  Restoration Ecology  
NRES 430  Comm in Env Social Movements  
NRES 431  Plants and Global Change  
NRES 474  Soil and Water Conservation  
NRES 488  Soil Fertility and Fertilizers  
PLPA 407  Diseases of Field Crops  
TSM 311  Humanity in the Food Web  

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.