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>
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<tbody>
<tr>
<td>RHET 105 &amp; CMN 101</td>
<td>Writing and Research and Public Speaking</td>
<td>6-7</td>
</tr>
<tr>
<td>CMN 111 &amp; CMN 112</td>
<td>Oral &amp; Written Comm I and Oral &amp; Written Comm II</td>
<td></td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>ACE 261</td>
<td>Applied Statistical Methods</td>
</tr>
<tr>
<td>CPSC 241</td>
<td>Intro to Applied Statistics</td>
</tr>
<tr>
<td>ECON 202</td>
<td>Economic Statistics I</td>
</tr>
<tr>
<td>PSYC 235</td>
<td>Intro to Statistics</td>
</tr>
<tr>
<td>SOC 280</td>
<td>Intro to Social Statistics</td>
</tr>
<tr>
<td>SOCW 225</td>
<td>Social Work Statistics</td>
</tr>
<tr>
<td>STAT 100</td>
<td>Statistics</td>
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Quantitative Reasoning II
AGED Choose from: 3-5

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>MATH 124</td>
<td>Finite Mathematics</td>
</tr>
<tr>
<td>MATH 220</td>
<td>Calculus</td>
</tr>
<tr>
<td>MATH 221</td>
<td>Calculus I</td>
</tr>
<tr>
<td>MATH 234</td>
<td>Calculus for Business I</td>
</tr>
</tbody>
</table>

AGCM/LEAD choose from campus QRII list

Natural Sciences and Technology - Physical Sciences
Select one from the following: 3-4

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>ATMS 100</td>
<td>Introduction to Meteorology</td>
</tr>
<tr>
<td>ATMS 120</td>
<td>Severe and Hazardous Weather</td>
</tr>
<tr>
<td>ATMS 140</td>
<td>Climate and Global Change</td>
</tr>
<tr>
<td>CHEM 101</td>
<td>Introductory Chemistry</td>
</tr>
<tr>
<td>CHEM 102</td>
<td>General Chemistry I</td>
</tr>
<tr>
<td>CHEM 103</td>
<td>and General Chemistry Lab I</td>
</tr>
<tr>
<td>ENVS 101</td>
<td>Introduction to Energy Sources</td>
</tr>
<tr>
<td>ESE 117</td>
<td>The Oceans</td>
</tr>
<tr>
<td>ESE 118</td>
<td>Natural Disasters</td>
</tr>
<tr>
<td>GEOL 107</td>
<td>Physical Geology</td>
</tr>
<tr>
<td>PHYS 101</td>
<td>College Physics: Mech &amp; Heat</td>
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</tbody>
</table>

Natural Sciences & Technology - Life Sciences
Select one from the following: 3-4

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>ANSC 207</td>
<td>The Science of Pets and How to Care for Them</td>
</tr>
<tr>
<td>ANTH 249</td>
<td>Evolution and Human Disease</td>
</tr>
<tr>
<td>CPSC 112</td>
<td>Introduction to Crop Sciences</td>
</tr>
<tr>
<td>CPSC 113</td>
<td>Environment, Agric, &amp; Society</td>
</tr>
<tr>
<td>FSHN 120</td>
<td>Contemporary Nutrition</td>
</tr>
<tr>
<td>IB 103</td>
<td>Introduction to Plant Biology</td>
</tr>
<tr>
<td>IB 105</td>
<td>Environmental Biology</td>
</tr>
<tr>
<td>MCB 100</td>
<td>Introductory Microbiology</td>
</tr>
<tr>
<td>MCB 101</td>
<td>and Intro Microbiology Laboratory</td>
</tr>
</tbody>
</table>

Humanities and the Arts

Information listed in this catalog is current as of 06/2021
Select from campus approved list.

6

Social and Behavioral Sciences

PSYC 100 Intro Psych

4

And Select one course from the following: ¹

ACE 100 Introduction to Applied Microeconomics

ECON 102 Microeconomic Principles

PS 101 Intro to US Gov & Pol

ACES Required

ACES 101 Contemporary Issues in ACES

2

Major Requirements

ALEC 110 Introduction to Agricultural Leadership, Education and Communications

3

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>
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<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>
<tr>
<td>ADV 390</td>
<td>Content Creation</td>
<td></td>
</tr>
<tr>
<td>ADV 409</td>
<td>Media Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>ADV 460</td>
<td>Innovation in Advertising</td>
<td></td>
</tr>
<tr>
<td>ADV 483</td>
<td>Audience Analysis</td>
<td></td>
</tr>
<tr>
<td>AGCM 230</td>
<td>Agricultural and Environmental Photography</td>
<td></td>
</tr>
<tr>
<td>AGCM 250</td>
<td>Visual Principles for Ag Comm</td>
<td></td>
</tr>
<tr>
<td>AGCM 270</td>
<td>Ag Sales and Persuasive Communication</td>
<td></td>
</tr>
<tr>
<td>AGCM 315</td>
<td>Emerging Media</td>
<td></td>
</tr>
<tr>
<td>AGCM 330</td>
<td>Environmental Communications</td>
<td></td>
</tr>
<tr>
<td>AGCM 398</td>
<td>Undergraduate Seminar ¹</td>
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</tr>
<tr>
<td>AGCM 430</td>
<td>Comm in Env Social Movements</td>
<td></td>
</tr>
<tr>
<td>ALEC 293</td>
<td>Communications Internship</td>
<td></td>
</tr>
<tr>
<td>LEAD 260</td>
<td>Foundations of Leadership</td>
<td></td>
</tr>
</tbody>
</table>

Select three of the following: 8-12

Select three of the following: ¹

AGCM 320 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>
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</table>

Select a minimum of three hours from the following introductory level courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ANSC 100</td>
<td>Intro to Animal Sciences</td>
</tr>
<tr>
<td>ANSC 101</td>
<td>Contemporary Animal Issues</td>
</tr>
<tr>
<td>ANSC 110</td>
<td>Life With Animals and Biotech</td>
</tr>
<tr>
<td>ANSC 223</td>
<td>Animal Nutrition</td>
</tr>
<tr>
<td>ANSC 224</td>
<td>Animal Reproduction and Growth</td>
</tr>
<tr>
<td>ANSC 250</td>
<td>Companion Animals in Society</td>
</tr>
<tr>
<td>ACE 100</td>
<td>Introduction to Applied Microeconomics</td>
</tr>
<tr>
<td>ACE 210</td>
<td>Environmental Economics</td>
</tr>
<tr>
<td>ACE 222</td>
<td>Agricultural Marketing</td>
</tr>
<tr>
<td>ACE 231</td>
<td>Food and Agribusiness Mgt</td>
</tr>
<tr>
<td>ACE 232</td>
<td>Farm Management</td>
</tr>
<tr>
<td>ACE 251</td>
<td>The World Food Economy</td>
</tr>
<tr>
<td>CPSC 112</td>
<td>Introduction to Crop Sciences</td>
</tr>
<tr>
<td>CPSC 116</td>
<td>The Global Food Production Web</td>
</tr>
<tr>
<td>CPSC 226</td>
<td></td>
</tr>
<tr>
<td>FSHN 120</td>
<td>Contemporary Nutrition</td>
</tr>
<tr>
<td>FSHN 232</td>
<td>Science of Food Preparation</td>
</tr>
<tr>
<td>FSHN 260</td>
<td>Raw Materials for Processing</td>
</tr>
<tr>
<td>HORT 105</td>
<td>Vegetable Gardening</td>
</tr>
<tr>
<td>HORT 106</td>
<td>The Sustainable Home Garden</td>
</tr>
<tr>
<td>NRES 109</td>
<td>Global Environmental Issues</td>
</tr>
<tr>
<td>NRES 201</td>
<td>Introductory Soils</td>
</tr>
<tr>
<td>NRES 219</td>
<td>Applied Ecology</td>
</tr>
<tr>
<td>NRES 287</td>
<td>Environment and Society</td>
</tr>
<tr>
<td>PLPA 204</td>
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</tr>
<tr>
<td>TSM 100</td>
<td>Technical Systems in Agr</td>
</tr>
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</table>

Select a minimum of six hours from the following advanced level courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ACE 306</td>
<td>Food Law</td>
</tr>
<tr>
<td>ACE 310</td>
<td>Natural Resource Economics</td>
</tr>
<tr>
<td>ACE 346</td>
<td>Tax Policy and Finan Planning</td>
</tr>
<tr>
<td>ACE 403</td>
<td>Agricultural Law</td>
</tr>
<tr>
<td>ACE 406</td>
<td>Environmental Law</td>
</tr>
<tr>
<td>ACE 411</td>
<td>Environment and Development</td>
</tr>
<tr>
<td>ACE 430</td>
<td>Food Marketing</td>
</tr>
<tr>
<td>ACE 431</td>
<td>Agri-food Strategic Management</td>
</tr>
<tr>
<td>ACE 432</td>
<td>Farm Management</td>
</tr>
<tr>
<td>ACE 435</td>
<td>Global Agribusiness Management</td>
</tr>
<tr>
<td>ACE 436</td>
<td>International Business Immersion</td>
</tr>
<tr>
<td>ACE 451</td>
<td>Agriculture in Intl Dev</td>
</tr>
</tbody>
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Information listed in this catalog is current as of 06/2021
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>ACE 456</td>
<td>Agr and Food Policies</td>
</tr>
<tr>
<td>ANSC 305</td>
<td>Human Animal Interactions</td>
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<tr>
<td>ANSC 306</td>
<td>Equine Science</td>
</tr>
<tr>
<td>ANSC 309</td>
<td>Meat Production and Marketing</td>
</tr>
<tr>
<td>ANSC 322</td>
<td>Livestock Feeds and Feeding</td>
</tr>
<tr>
<td>ANSC 363</td>
<td>Behavior of Domestic Animals</td>
</tr>
<tr>
<td>ANSC 400</td>
<td>Dairy Herd Management</td>
</tr>
<tr>
<td>ANSC 401</td>
<td>Beef Production</td>
</tr>
<tr>
<td>ANSC 402</td>
<td>Sheep and Goat Production</td>
</tr>
<tr>
<td>ANSC 403</td>
<td>Pork Production</td>
</tr>
<tr>
<td>ANSC 404</td>
<td>Poultry Science</td>
</tr>
<tr>
<td>ANSC 405</td>
<td>Advanced Dairy Management</td>
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<tr>
<td>ANSC 406</td>
<td>Zoo Animal Conservation Sci</td>
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<tr>
<td>ANSC 407</td>
<td>Animal Shelter Management</td>
</tr>
<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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<td>ANSC 431</td>
<td>Advanced Reproductive Biology</td>
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<td>ANSC 438</td>
<td>Lactation Biology</td>
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<td>ANSC 444</td>
<td>Applied Animal Genetics</td>
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<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 Indus</td>
</tr>
<tr>
<td>ANSC 452</td>
<td>Animal Growth and Development</td>
</tr>
<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>
</tr>
<tr>
<td>CPSC 418</td>
<td>Crop Growth and Management</td>
</tr>
<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>
</tr>
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<td>FSHN 425</td>
<td>Food Marketing</td>
</tr>
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<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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<td>NRES 348</td>
<td>Fish and Wildlife Ecology</td>
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<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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<td>NRES 420</td>
<td>Restoration Ecology</td>
</tr>
<tr>
<td>NRES 430</td>
<td>Comm in Env Social Movements</td>
</tr>
<tr>
<td>NRES 431</td>
<td>Plants and Global Change</td>
</tr>
<tr>
<td>NRES 474</td>
<td>Soil and Water Conservation</td>
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<tr>
<td>NRES 488</td>
<td>Soil Fertility and Fertilizers</td>
</tr>
<tr>
<td>PLPA 407</td>
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</tr>
<tr>
<td>TSM 311</td>
<td>Humanity in the Food Web</td>
</tr>
</tbody>
</table>

Total Hours: 18

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.