

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/>
[\(https://agcomm.illinois.edu/faculty-staff/\)](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

Code	Title	Hours
Composition I and Speech		
Select one of the following:		6-7
RHET 105 & CMN 101	Writing and Research and Public Speaking	
OR		
CMN 111 & CMN 112	Oral & Written Comm I and Oral & Written Comm II	
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 QR II 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 & CHEM 103	General Chemistry I 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:		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 & MCB 101	Introductory Microbiology and Intro Microbiology Laboratory	
Humanities and the Arts		

Select from campus approved list.	6
Social and Behavioral Sciences	7
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
ALEC 451 Professional Development in ALEC	2
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:

Code	Title	Hours
AGCM 320	Public Information Campaigns	4
JOUR 200	Introduction to Journalism	3
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3
ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
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

Code	Title	Hours
ACES 102	Intro Sustainable Food Systems	3
FSHN 101	The Science of Food and How it Relates to You	3
NRES 100	Fundamentals of Env Sci	3
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		
FSHN 120	Contemporary Nutrition	
or FSHN 220	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		
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 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 Indust
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 ¹
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 ¹
NRES 431	Plants and Global Change
NRES 474	Soil and Water Conservation
NRES 488	Soil Fertility and Fertilizers
PLPA 407	
TSM 311	Humanity in the Food Web
Total Hours	18

¹ These 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.