AGRICULTURAL LEADERSHIP, EDUCATION, & COMMUNICATIONS: AGRICULTURAL COMMUNICATIONS, BS

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

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

- Agricultural Communications (p. 1)
- 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/)

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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		
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 & 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, Agriculture, and 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.*

Code	Title	Hours
Core Requirements		
ADV 150	Introduction to Advertising	3
ACE 231	Food and Agribusiness Mgt	3
AGCM 220	Communicating Agriculture	3
AGCM 310	Investigating Agricultural Communications (Investigating Agricultural Communications)	3
AGCM 375	International Agricultural Communications (International Agricultural Communications)	3
AGCM 420	Public Information Campaigns (Public Information Campaigns)	3
ANSC 101	Contemporary Animal Issues	3
CPSC 113	Environment, Agriculture, and Society	3
JOUR 200	Introduction to Journalism	3
MACS 166	Contemporary Media Literacy	3
MFST 101		3
Advertising Electives		**3**
Choose one from:		
ADV 270	Principles of Sales	
ADV 305	Advertising Technology and the Digital World	
ADV 310	Intro to Public Relations	
Journalism Electives		**7**
Choose one:		
JOUR 210	Newsgathering Across Platforms	
JOUR 220	News Editing	
Choose one from:		
JOUR 360	Working with the Press	
JOUR 450	Media and Public Opinion	
JOUR 453	Crisis Communications	
JOUR 482	Immersion Journalism	
AGCM Electives		**12**
Choose Four(4) of the following:		
AGCM 315	Social Media Management in Agricultural Communications	
AGCM 330	Environmental Communications	
AGCM 380	Publication Development and Production (Publication Development and Production)	
AGCM 499	Seminar	
ALEC 393	Internship in Agricultural Leadership, Education and Communications	
CMN 321	Strategies of Persuasion	
OR Any LEAD course over 300		
Total Hours for Concentration		**55**

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Sample Sequence

This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. For more information, see the corresponding section on the Degree and General Education Requirements page *(*http://catalog.illinois.edu/general-information/degree-general-education-requirements/*).*

First Year

First Semester	Hours	Second Semester	Hours
ALEC 110	3	Statistics course from degree list	3
ACES 101	2	CMN 101 or RHET 105	3
General Education course	3	ACE 100, ECON 102, or PS 101	4
RHET 105 or CMN 101	4	ADV 150	3
Language Other than English (3rd level)	4	General Education course	3
	16		**16**

Second Year

First Semester	Hours	Second Semester	Hours
AGCM 220	3	ANSC 101	3
PSYC 100	4	CPSC 113	3
JOUR 200	3	ACE 231	3
Physical Sciences course from degree list	3	MFST 101 (now ACES 102)	3
General Education course	3	Life Sciences course from degree list	3
	16		**15**

Third Year

First Semester	Hours	Second Semester	Hours
AGCM 375	3	AGCM 310	3
LEAD 340	3	General Education course	4
MACS 166	3	Advertising Elective course	3
General Education course	3	Journalism Elective course	3

Free Elective course	3	Free Elective course	3
	15		**16**

Fourth Year

First Semester	**Hours**	**Second Semester**	**Hours**
ALEC 451	2	AGCM 420	3
AGCM Elective course	3	AGCM Elective course	3
AGCM Elective course	3	AGCM Elective course	3
Journalism Elective course	3	Free Elective course	3
Free Elective course	3	Free Elective course	3
Free Elective course	3		
	17		**15**

Total Hours 126

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Agricultural Leadership, Education, & Communications email (aces-alec@illinois.edu)

College of Agricultural, Consumer & Environmental Sciences
College of Agricultural, Consumer & Environmental Sciences website (https://aces.illinois.edu/)

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Admissions
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University of Illinois Undergrad Admissions (https://www.admissions.illinois.edu/)