AGRICULTURAL COMMUNICATIONS: ADVERTISING, BS

for the degree of Bachelor of Science with a Major in Agricultural Communications, Advertising Concentration

program website: overview of college admissions & requirements: Agricultural, Consumer & Environmental Sciences (http://catalog.illinois.edu/undergraduate/aces)
college websites: https://aces.illinois.edu/ and https://media.illinois.edu/

Concentrations in Journalism or Advertising allow students to pursue these professional interests. Program requirements in each concentration include the completion of an interdisciplinary minor in Food and Environmental Systems. The College of Agricultural, Consumer and Environmental Sciences and the College of Media jointly offer this curriculum.

A minimum of 126 hours are required for graduation, including:
- General Education Requirements
- Agricultural Communications major requirements
- Minor in Food and Environmental Systems requirements
- College of Media concentration requirements

for the degree of Bachelor of Science with a Major in Agricultural Communications, Advertising Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Composition I and Speech</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHET 105</td>
<td>Writing and Research</td>
<td>6-7</td>
</tr>
<tr>
<td>+ CMN 101</td>
<td>and Public Speaking</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td>CMN 111</td>
<td>Oral &amp; Written Comm I</td>
</tr>
<tr>
<td>+ CMN 112</td>
<td>and Oral &amp; Written Comm II</td>
<td></td>
</tr>
<tr>
<td><strong>Advanced Composition</strong></td>
<td></td>
<td></td>
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<tr>
<td>Select from campus approved list. (JOUR 200; AGCM 220).</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td><strong>Cultural Studies</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one course from each of the following: Western/Comparative culture, non-Western culture, and U.S. minority culture from campus approved list.</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td><strong>Foreign Language</strong></td>
<td></td>
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<tr>
<td>Coursework at or above the third level is required for graduation.</td>
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<tr>
<td><strong>Quantitative Reasoning I</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
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<td></td>
</tr>
<tr>
<td>ACE 261</td>
<td>Applied Statistical Methods</td>
<td>3-4</td>
</tr>
<tr>
<td>CPSC 241</td>
<td>Intro to Applied Statistics</td>
<td></td>
</tr>
<tr>
<td>ECON 202</td>
<td>Economic Statistics I</td>
<td></td>
</tr>
<tr>
<td>EPSY 280</td>
<td>Elements of Statistics</td>
<td></td>
</tr>
<tr>
<td>PSYC 235</td>
<td>Intro to Statistics</td>
<td></td>
</tr>
</tbody>
</table>

SOC 280 | Intro to Social Statistics  
SOCW 225 | Intro Stat for Social Work  
STAT 100 | Statistics

**Quantitative Reasoning II**
Select one from campus approved list. 3-4

**Natural Sciences and Technology**

**Physical Science**
Select one from the following: 3-5
- ATMS 100 | Introduction to Meteorology  
- ATMS 120 | Severe and Hazardous Weather  
- ATMS 140 | Climate and Global Change  
- CHEM 102 | General Chemistry I  
+ CHEM 103 | and General Chemistry Lab I  
- ENV 101 | Introduction to Energy Sources  
- ESE 117 | The Oceans  
- ESE 118 | Natural Disasters  
- GEOL 107 | Physical Geology  
- PHYS 101 | College Physics: Mech & Heat

**Life Science**
Select one from the following: 3-4
- 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. 6

**Social and Behavioral Sciences**
PSYC 100 | Intro Psych 4
Select one course from:
- ACE 100 | Agr Cons and Resource Econ  
- PS 101 | Intro to US Gov & Pol

**Agricultural Communications Required**
- ACES 101 | Contemporary Issues in ACES  
0 or 2
or ACES 20X | ACES Transfer Orientation  
- AGCM 110 | Intro to Ag and Env Comm 3  
- AGCM 320 | Public Information Campaigns 4  
- JOUR 200 | Introduction to Journalism 3  
Select three of the following: 9
- AGCM 220 | Communicating Agriculture  
- AGCM 230 | Agricultural and Environmental Photography  
- AGCM 250 | Visual Principles for Ag Comm  
- AGCM 270 | Ag Sales and Persuasive Communication  
- AGCM 293 | Communications Internship  
- AGCM 315 | Emerging Media  
- AGCM 330 | Environmental Communications  
- AGCM 398 | Undergraduate Seminar

Information listed in this catalog is current as of 07/2019
AGCM 430 Comm in Env Social Movements

Students must choose one of two concentrations:

### 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>Intro Food Science &amp; Nutrition</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 Agr Cons and Resource Econ
- 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 Principles of Ecosystem Mgmt
- 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:

- 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
- 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.

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<th>Code</th>
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<tbody>
<tr>
<td></td>
<td>Required courses:</td>
<td>21</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>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<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>
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<tr>
<td></td>
<td>Choose three of the following:</td>
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<tr>
<td>ADV 390</td>
<td>Content Creation</td>
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<tr>
<td>ADV 409</td>
<td>Media Entrepreneurship</td>
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<tr>
<td>ADV 460</td>
<td>Innovation in Advertising</td>
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<tr>
<td>ADV 483</td>
<td>Audience Analysis</td>
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<tr>
<td></td>
<td>Electives to bring the total to 126 hours</td>
<td>30-42</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>126</strong></td>
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