

# 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

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

SOC 280	Intro to Social Statistics	
SOCW 225	Intro Stat for Social Work	
STAT 100	Statistics	
<b>Quantitative Reasoning II</b>		
Select one from campus approved list.		3-4
<b>Natural Sciences and Technology</b>		
<b>Physical Science</b>		
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 10: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	
<b>Life Science</b>		
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	
<b>Humanities and the Arts</b>		
Select from campus approved list.		6
<b>Social and Behavioral Sciences</b>		
PSYC 100	Intro Psych	4
Select one course from:		
ACE 100	Agr Cons and Resource Econ	
PS 101	Intro to US Gov & Pol	
<b>Agricultural Communications Required</b>		
ACES 101	Contemporary Issues in ACES or ACES 20(ACES Transfer Orientation)	0 or 2
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	

AGCM 430 Comm in Env Social Movements

Students must choose one of two concentrations:

**Required Courses for the Food and Environmental Systems Minor**

Code	Title	Hours
ACES 102	Intro Sustainable Food Systems	3
FSHN 101	Intro Food Science & Nutrition	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	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:		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	Intl 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 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 <sup>1</sup>	
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 <sup>1</sup>	
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

<sup>1</sup> 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.

Code	Title	Hours
Required courses:		21
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3

ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
Choose three of the following:		
ADV 390	Content Creation	
ADV 409	Media Entrepreneurship	
ADV 460	Innovation in Advertising	
ADV 483	Audience Analysis	
Electives to bring the total to 126 hours		30-42
<b>Total Hours</b>		<b>126</b>