AGRICULTURAL COMMUNICATIONS: ADVERTISING, BS

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

program website: https://agcomm.illinois.edu/
program faculty: https://agcomm.illinois.edu/faculty-staff
overview of college admissions & requirements: Agricultural, Consumer & Environmental Sciences (http://catalog.illinois.edu/schools/aces/academic-units)
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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<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHET 105</td>
<td>Writing and Research</td>
<td>6-7</td>
</tr>
<tr>
<td>&amp; CMN 101</td>
<td>and Public Speaking</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMN 111</td>
<td>Oral &amp; Written Comm I</td>
<td></td>
</tr>
<tr>
<td>&amp; CMN 112</td>
<td>and Oral &amp; Written Comm II</td>
<td></td>
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</tbody>
</table>

Advanced Composition
Select from campus approved list. (JOUR 200; AGCM 220). 3-4

Cultural Studies
Select one course from each of the following: Western/Comparative culture, non-Western culture, and U.S. minority culture from campus approved list. 9

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
EPSY 280   Elements of Statistics

Information listed in this catalog is current as of 12/2019
### Required Courses for the Food and Environmental Systems Minor

<table>
<thead>
<tr>
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<th>Hours</th>
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<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: 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:

- 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 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 Industr
- 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. 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.
<table>
<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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<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>
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Choose three of the following:

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<tr>
<td>ADV 390</td>
<td>Content Creation</td>
<td></td>
</tr>
<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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Electives to bring the total to 126 hours  

| Total Hours | 126 |

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