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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<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHET 105</td>
<td>Writing and Research &amp; CMN 101 and Public Speaking</td>
<td>6-7</td>
</tr>
<tr>
<td>CMN 111</td>
<td>Oral &amp; Written Comm I</td>
<td></td>
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<tr>
<td>CMN 112</td>
<td>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
- PSYC 235 Intro to Statistics

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 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

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 or ACES 201 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

Information listed in this catalog is current as of 05/2019
AGCM 430  Comm in Env Social Movements

Students must choose one of two concentrations:

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

<table>
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<tr>
<th>Code</th>
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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  Contemporary 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  Intl Business Immersion
- ACE 451  Agriculture in Intl Dev
- ACE 456  Agr and Food Policies
- ANSC 305  Human Animal Interactions

### Total Hours

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<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>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Hours</td>
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<tr>
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</tr>
<tr>
<td>ADV 283</td>
<td>Advertising and Brand Strategy</td>
<td>3</td>
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<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>
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<tr>
<td>ADV 409</td>
<td>Media Entrepreneurship</td>
</tr>
<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: 30-42

**Total Hours**: 126