

AGRICULTURAL COMMUNICATIONS, BS

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

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/>

Students pursuing this major select one of two concentrations:

Advertising (http://catalog.illinois.edu/undergraduate/aces_media/agricultural-communications-bs/advertising)

Journalism (http://catalog.illinois.edu/undergraduate/aces_media/agricultural-communications-bs/journalism)

The major in Agricultural Communications is for students wishing to pursue careers as professionals in writing, editing, and publishing; public relations; advertising; radio and television broadcasting; photography; and related activities with an emphasis on the fields of food, agriculture, the environment, energy and consumer behavior. 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.