AGRICULTURAL COMMUNICATIONS

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http://academics.aces.illinois.edu/majors/agcom

For the Degree of Bachelor of Science with a Major in Agricultural Communications

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 Media and the College of Agricultural, Consumer and Environmental Sciences 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

Prescribed Courses including Campus General Education

Composition I and Speech
Select one of the following: 6-7
RHET 105 Writing and Research
& CMN 101 and Public Speaking (See College Composition I requirement)

OR
CMN 111 Oral & Written Comm I
& CMN 112 and Oral & Written Comm II

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

Cultural Studies
Select one course from Western/Comparative culture and one from non-Western/U.S. minority culture from campus approved list. 6

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

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
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
IB 107 Global Warming, Biofuels, Food
IB 109 Insects and People
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
AGCM 110 Intro to Ag and Env Comm 3
AGCM 320 Public Information Campaigns 4
JOUR 200 Introduction to Journalism 3
Select two of the following: 6-7
AGCM 220 Communicating Agriculture
AGCM 270 Ag Sales and Persuasive Communication
AGCM 315 Emerging Media
AGCM 330 Environmental Communications
AGCM 398 Undergraduate Seminar
AGCM 430 Comm in Env Social Movements

Students must also complete the ACES Minor in Food and Environmental Systems (http://catalog.illinois.edu/undergraduate/aces/food-envrion-systems-minor) 18
COLLEGE OF MEDIA CONCENTRATION

Students must choose one of two concentrations:

ADVERTISING

Required courses:
- 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

JOURNALISM

Required courses:
- JOUR 210 News Gathering Across Platforms 4
- JOUR 215 Multimedia Reporting 4
- JOUR 311 Media Law 3

Choose three of the following:
- JOUR 315 Adv Public Affairs Reporting
- JOUR 320 News Editing
- JOUR 425 Multimedia Editing and Design
- JOUR 335 Audio Journalism
- JOUR 340 Video Reporting & Storytelling
- JOUR 445 Video Storytelling 2-Producing

AGCM Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/AGCM)

Courses

AGCM 110 Intro to Ag and Env Comm credit: 3 Hours.
Development and role of communication in relation to food, feed, fiber, energy, natural resources, international development and other dimensions of agriculture. Introduction to channels, methods, challenges and opportunities for improving communication within agriculture and communicating agriculture to the public.

AGCM 199 Undergraduate Open Seminar credit: 1 to 5 Hours.
Experimental course on a special topic in agricultural communications. May be repeated in the same or separate terms as topics vary.

AGCM 220 Communicating Agriculture credit: 3 Hours.
Skills necessary to communicate complex information about the broad agriculture domain to different audiences. Application of communication theories. Emphasis on essential communication skills, including writing, conducting interviews, planning, and critical evaluation of information sources. Same as ENVS 220 and NRES 220. Prerequisite: Completion of a Composition I course. This course satisfies the General Education Criteria for: UIUC: Advanced Composition

AGCM 230 Agricultural and Environmental Photography credit: 3 Hours.
Application of photojournalism principles and techniques in the communication of topics related to food, agriculture, the environment, energy and community development for print, broadcast and computer-mediated applications. Emphasis on creative and technical aspects of digital photography.

AGCM 270 Ag Sales and Persuasive Communication credit: 3 Hours.
Sales concepts and persuasive business communication techniques. Role, dynamics, and principles of sales communications related to food, agriculture, and the environment. Sales objectives, market segmentation, prospecting, handling obligations, relationship building, and the nuances of sales communications.

AGCM 293 Communications Internship credit: 1 to 3 Hours.
Supervised experience in a field directly pertaining to agricultural communications. Approved for S/U grading only. May be repeated. Prerequisite: Sophomore standing. AGCM Program approval required.

AGCM 294 Research Internship credit: 1 to 4 Hours.
Supervised, on-campus, learning experience with faculty engaged in research. Approved for S/U grading only. May be repeated in the same or subsequent terms to a maximum of 10 hours. Prerequisite: Sophomore standing.

AGCM 295 Independent Study or Research credit: 1 to 3 Hours.
Individual research, special problems, thesis, development and/or design work under the supervision of an appropriate member of the faculty. May be repeated. Prerequisite: AGCM Program and instructor approval required.

AGCM 315 Emerging Media credit: 3 Hours.
Theories, principles and practices of applying emerging tools, technology, and norms to communicate agriculture to broad audiences. Focus on the strategies and tactics of using new media to communicate food, fuel, fiber, natural resources, health, human nutrition and related topics. Same as ADV 315. Prerequisite: AGCM 220 or ADV 150 or consent of instructor.

AGCM 320 Public Information Campaigns credit: 4 Hours.
Coordinated approach to planning, implementing and evaluating information campaigns in the broad domain of food and agriculture. Students work with groups, agencies and organizations in designing communication campaigns strategies and tactics. Prerequisite: Sophomore standing and Composition I course. This course satisfies the General Education Criteria for: UIUC: Advanced Composition

AGCM 330 Environmental Communications credit: 3 Hours.
Basics of communicating about environmental issues to various audiences, emphasizing communication to lay publics. Gathering information about a current environmental issue, analyzing interests of groups involved, and examining strategies for communicating clearly to different groups. Same as ENVS 330 and NRES 330. Prerequisite: Sophomore standing.

AGCM 396 Honors Research or Thesis credit: 1 to 4 Hours.
Individual research, special problems, thesis, development and/or design work under the direction of the Honors advisor. May be repeated in the same or subsequent terms. Prerequisite: Junior standing, admission to the ACES Honors Program.

AGCM 398 Undergraduate Seminar credit: 1 to 3 Hours.
Special topics in a field of study directly pertaining to subject matter in agricultural communications. May be repeated in the same or subsequent terms to a maximum of 12 hours.

AGCM 430 Comm in Env Social Movements credit: 3 Hours.
Examines the interests, values systems and communications strategies of key participants in the environmental movement. Students examine environmental issues and predict possible reactions from key participants in the environmental arena. 3 undergraduate hours. 3 graduate hours. Same as ENVS 430, NRES 430, and SOC 464. Prerequisite: Composition I course.

Information listed in this catalog is current as of 04/2016
AGCM 499  Seminar  credit: 1 to 4 Hours.
Special topics in agricultural communications. 1 to 4 undergraduate hours. 1 to 4 graduate hours. May be repeated in the same or subsequent terms to a maximum of 12 undergraduate or graduate hours as topics vary.