Agricultural Communications

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http://agcomm.illinois.edu/

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 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

Prescribed Courses including Campus General Education

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Composition I and Speech</td>
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<tr>
<td>RHET 105</td>
<td>Writing and Research &amp; CMN 101 and Public Speaking (See College Composition I requirement)</td>
<td>6-7</td>
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<tr>
<td>OR CMN 111</td>
<td>Oral &amp; Written Comm I &amp; CMN 112 and Oral &amp; Written Comm II</td>
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<tr>
<td>Advanced Composition</td>
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<tr>
<td>Select from campus approved list. (JOUR 200; AGCM 220).</td>
<td>3-4</td>
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<tr>
<td>Cultural Studies</td>
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<tr>
<td>Select one course from Western/Comparative culture and one from non-Western/U.S. minority culture from campus approved list.</td>
<td>6</td>
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<td>Foreign Language</td>
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<td>Coursework at or above the third level is required for graduation.</td>
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<tr>
<td>Quantitative Reasoning I</td>
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<tr>
<td>Select one of the following:</td>
<td>3-4</td>
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<tr>
<td>ACE 261</td>
<td>Applied Statistical Methods</td>
<td></td>
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<tr>
<td>CPSC 241</td>
<td>Intro to Applied Statistics</td>
<td></td>
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<tr>
<td>ECON 202</td>
<td>Economic Statistics I</td>
<td></td>
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<tr>
<td>EPSY 280</td>
<td>Elements of Statistics</td>
<td></td>
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<tr>
<td>PSYC 235</td>
<td>Intro to Statistics</td>
<td></td>
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<tr>
<td>SOC 280</td>
<td>Intro to Social Statistics</td>
<td></td>
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<tr>
<td>SOCW 225</td>
<td>Intro Stat for Social Work</td>
<td></td>
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<tr>
<td>STAT 100</td>
<td>Statistics (or its equivalent)</td>
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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 102 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 109 | Insects and People |
- MCB 100 | Introductory Microbiology |
| & MCB 101 | and Intro Microbiology Laboratory |
- PSYC 100 | Intro Psych |

Social and Behavioral Sciences
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 20ACES Transfer Orientation |
- AGCM 110 | Intro to Ag and Env Comm |
- AGCM 320 | Public Information Campaigns |
- JOUR 200 | Introduction to Journalism |
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 |

Information listed in this catalog is current as of 10/2017
Students must also complete the ACES Minor in Food and Environmental Systems (http://catalog.illinois.edu/undergraduate/aces/food-envir-systems-minor)

**COLLEGE OF MEDIA CONCENTRATION** 21-23

Students must choose one of two concentrations:

**ADVERTISING** 21

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** 23

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: 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 250 Visual Principles for Ag Comm** credit: 2 Hours.
This course outlines fundamental design principles and techniques for effective visual communication on print. These principles will be applied in project--magazine pages, logos, brochures, newsletters, posters and signs--to achieve communication objectives. This course provides practical, hands on experience in developing visual presentations about topics related to agriculture, food, fiber, renewable fuel, the environment, and natural resources. Students are introduced to the use of industry-standard desktop publishing software (InDesign, Photoshop, Illustrator).

**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: 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 for up to 6 hours in separate 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. Same as ENVS 430, NRES 430, and SOC 464. 3 undergraduate hours. 3 graduate hours. Prerequisite: Composition I course.

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 to a maximum of 12 hours as topics vary.