

# AGRICULTURAL COMMUNICATIONS (AGCM)

## AGCM 2113 Introduction to Agricultural Communications

**Prerequisites:** ENGL 1213 or 1413. Major in AGCM or consent of instructor.

**Description:** Fundamentals of agricultural news writing and other communication methods. Careers in and the role of the media in agriculture and related fields. Previously offered as AGCM 2103 and AGCM 4453.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

## AGCM 3100 Special Topics in Agricultural Communications

**Prerequisites:** Consent of instructor.

**Description:** Investigation of specialized and/or advanced topics and issues related to agricultural communications. Previously offered as AGCM 3101. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Ag Ed, Comm & Leadership

## AGCM 3103 Written Communications in Agricultural Sciences and Natural Resources

**Prerequisites:** ENGL 1213; College of Agricultural Sciences and Natural Resources student.

**Description:** Understanding and application of writing principles and communications theory as related to public issues in agriculture, food and natural resources.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

## AGCM 3113 Writing and Editing for Agricultural Publications

**Prerequisites:** AGCM 2113 with a grade of "C" or better; major in agricultural communications.

**Description:** Interviewing, reporting, writing, and editing for agricultural publications.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

## AGCM 3123 Audio and Video Storytelling in Agricultural Communications

**Prerequisites:** Grade of "C" or better in AGCM 2113; Grade of "C" or better in AGCM 3233 or AGCM 4233, or concurrent enrollment in AGCM 3233.

**Description:** Exploration and application of audio and video media storytelling techniques for agricultural communicators as used in promoting, marketing and communicating about agriculture, food, natural resources and the environment.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

## AGCM 3203 Oral Communications in Agricultural Sciences & Natural Resources (S)

**Prerequisites:** Student in the College of Agricultural Sciences and Natural Resources.

**Description:** Application of oral communications skills used in the dissemination of information related to agricultural sciences and natural resources, and related topics. Acquisition of interpersonal communications skills and small group, impromptu and professional presentation skills.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**General Education and other Course Attributes:** Society & Human Behavior

## AGCM 3213 Layout and Design for Agricultural Publications

**Prerequisites:** AGCM 2113 with a "C" or better; major in agricultural communications.

**Description:** Fundamentals of layout and design as applied to agricultural publications. Practical application of design principles, typography, design software and printing practices.

**Credit hours:** 3

**Contact hours:** Lecture: 1 Lab: 4 Contact: 5

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

## AGCM 3223 Digital and Online Media in Agricultural Communications

**Prerequisites:** AGCM 2113 and AGCM 3213 with a "C" or better; major in agricultural communications.

**Description:** Fundamentals of using digital and online media and mass communication for agriculture and natural resources, including web, social media and email marketing. Practical application of theory and skills related to design, management and evaluation of digital and online media.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 3233 Basic Photography and Photo Editing for Agriculture**

**Prerequisites:** AGCM 2113 with a "C" or better; major in agricultural communications.

**Description:** Beginning course focusing on photographic equipment, related software and photo composition in an agricultural setting.

**Credit hours:** 3

**Contact hours:** Lecture: 1 Lab: 2 Contact: 5 Other: 2

**Levels:** Undergraduate

**Schedule types:** Independent Study, Lab, Lecture, Lecture Lab Indep Study

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 3503 Issues Management and Crisis Communications in Agriculture and Natural Resources**

**Prerequisites:** Junior or senior standing; Major in CASNR.

**Description:** Theoretical perspectives and practical applications of issues management, crisis management, and crisis communications principles. Development of knowledge, skills, and abilities necessary for identifying and managing issues faced by organizations; leading organizations through crises; and communicating before, during and after crisis.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4113 Features Writing and Editing for Agricultural Publications**

**Prerequisites:** AGCM 3113 with a grade of "C" or better; major in agricultural communications or consent of instructor.

**Description:** Brainstorming, researching, interviewing, developing, writing and editing feature stories for agricultural publications. May not be used for degree credit with AGCM 5113.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4203 Professional Development in Agricultural Communications**

**Prerequisites:** AGCM 2113 with a "C" or better; major in agricultural communications.

**Description:** Professional preparation and personal development for careers in agricultural communications, including business communications writing, resume and portfolio development, presentation delivery, financial planning and management, networking, and job interview skills.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4233 Agricultural Photography Tour**

**Description:** Agricultural photography travel course focused on advanced composition techniques including but not limited to night photography, portraits, painting, etc. Students will be exposed to many cultural and agricultural sites from a photographic perspective. No credit for students with credit in AGCM 5233.

**Credit hours:** 3

**Contact hours:** Lecture: 1 Lab: 4 Contact: 5

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4300 Internships in Agricultural Communications**

**Prerequisites:** Consent of internship coordinator and adviser.

**Description:** Supervised work experience with approved employers in agricultural communications. Presentation required following the internship experience. Previously offered as AGCM 4500. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4403 Planning Campaigns for Agriculture and Natural Resources**

**Prerequisites:** AGCM 3113, AGCM 3213 and AGCM 3223 with a "C" or better; major in agricultural communications.

**Description:** Communications campaign development for agriculture and natural resources activities and issues, including development of materials, budgets and contracts.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4413 Agricultural Communications Capstone**

**Prerequisites:** AGCM 3213 and AGCM 3233 or AGCM 4233, and AGCM 4113 with a "C" or better; senior or graduate standing in agricultural communications.

**Description:** The development of an agricultural magazine through advanced feature writing and editing, page layout, graphic design, photography, and sponsor communications as well as an understanding of the printing process. May not be used for degree credit with AGCM 4413.

**Credit hours:** 3

**Contact hours:** Lecture: 1 Lab: 4 Contact: 5

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 4990 Problems in Agricultural Communications**

**Prerequisites:** Consent of instructor.

**Description:** Small group and individual study and research in problems relating to communications within the agricultural sector and from the agricultural sector to other constituencies. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5000 Research and Thesis**

**Prerequisites:** Graduate standing.

**Description:** Independent research and thesis under the direction and supervision of a major professor. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5100 Special Topics in Agricultural Communications****Prerequisites:** Consent of instructor.**Description:** Investigation of specialized and/or advanced topics and issues related to agricultural communications. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Ag Ed, Comm & Leadership**AGCM 5103 History and Philosophical Foundations of Agricultural Communications****Prerequisites:** Graduate standing.**Description:** Discussion of the history, philosophical foundations and current issues regarding agricultural communications and the land-grant system.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5113 Features Writing and Editing for Agricultural Publications****Prerequisites:** AGCM 3113 with a grade of "C" or better; major in agricultural communications or consent of instructor.**Description:** Brainstorming, researching, interviewing, developing, writing and editing feature stories for agricultural publications. May not be used for degree credit with AGCM 4113.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5123 Advanced Audio and Video Storytelling in Agricultural Communications****Description:** Application of audio and video storytelling concepts to communicating about issues in agriculture, food, natural resources, and the environment.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Ag Ed, Comm & Leadership**AGCM 5132 Writing for Scholarly Publications in Agricultural Sciences and Natural Resources****Description:** Development of scientific writing skills for agricultural sciences and natural resources disciplines, including research proposals, theses, dissertations, conference papers, and journal articles.**Credit hours:** 2**Contact hours:** Lecture: 2 Contact: 2**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5133 Agricultural Photography and Photo Editing****Description:** Photographic history, theory and research along with practical knowledge in equipment, software, composition, and the photographic light triangle. May not be used for degree credit with AGCM 3233.**Credit hours:** 3**Contact hours:** Lecture: 1 Lab: 2 Contact: 5 Other: 2**Levels:** Graduate**Schedule types:** Independent Study, Lab, Lecture, Lecture Lab Indep Study**Department/School:** Ag Ed, Comm & Leadership**AGCM 5203 Theory and Practice in Agricultural Communications****Prerequisites:** Graduate standing.**Description:** The study of major communication theories and theorists in the context of agricultural communications.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5213 Advanced Concepts in Agricultural Publishing****Prerequisites:** Graduate standing.**Description:** Analysis, redesign and creation of agricultural publications. Evaluation of audience, production, advertising and editorial content.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5223 Digital and Online Media in Agricultural Communications****Prerequisites:** Consent of instructor.**Description:** Fundamentals of using digital and online media and mass communication for agriculture and natural resources, including web, social media and email marketing. Practical application of theory and skills related to design, management and evaluation of digital and online media. May not be used for degree credit with AGCM 3223.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Ag Ed, Comm & Leadership**AGCM 5233 Agricultural Photography Tour****Description:** Agricultural photography travel course focused on advanced composition techniques including but not limited to night photography, portraits, painting, etc. Students will be exposed to many cultural and agricultural sites from a photographic perspective. No credit for students with credit in AGCM 4233.**Credit hours:** 3**Contact hours:** Lecture: 1 Lab: 4 Contact: 5**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5303 Communicating Ethical Issues in Agriculture**

**Prerequisites:** Graduate standing.

**Description:** An introduction to communicating ethical theories in the context of agriculture. Ethical theory and current research are used to critique contemporary issues in agriculture.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5403 Public Relations Campaigns in Agricultural Sciences and Natural Resources**

**Prerequisites:** AGCM 5213.

**Description:** Public relations campaign development for agriculture and natural resources organizations and issues, including public relations theory, strategic planning and campaign material development. No credit for students with credit in AGCM 4403.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5413 Agricultural Communications Capstone**

**Credit hours:** 3

**Contact hours:** Lecture: 1 Lab: 4 Contact: 5

**Levels:** Graduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5503 Risk and Crisis Communication in Agricultural Sciences and Natural Resources**

**Description:** Development of risk and crisis communication skills and knowledge with special emphasis in agricultural sciences and natural resources.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Ag Ed, Comm & Leadership

**AGCM 5990 Advanced Studies in Agricultural Communications**

**Prerequisites:** Consent of supervising professor.

**Description:** Individual and small group study or research in agricultural communications topics and issues. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-6

**Contact hours:** Contact: 1-6 Other: 1-6

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Ag Ed, Comm & Leadership