

# AGRICULTURAL COMMUNICATIONS

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## Graduate Programs

The Master of Science degree in Agricultural Communications is designed to build mastery of knowledge in key areas such as communication theory, history, philosophy, technology, advanced communication skills and research and data analysis. The Master of Science degree in agricultural communications reflects the distinctive body of knowledge, research base, professional delivery, and program focus of the discipline. In addition, the program introduces and requires students to apply research tools and methods.

The Master of Science program serves two primary purposes:

1. Encouraging mastery of discipline-specific knowledge with an introduction to research and data analysis, and
2. Offering discipline-specific knowledge with professional application to the work setting.

The Master of Science program offers students two options for completion of the degree: thesis option and formal report option. The thesis option requires 30 approved credit hours of coursework, which includes a six-credit hour formal thesis following the graduate college format. The formal report option requires 32 approved semester credit hours of coursework, including a two-credit hour formal report.

Students applying for the Master of Science program without a background in the appropriate option will be expected to complete coursework to bring their preparation to an acceptable level.

The Doctor of Philosophy program in Agricultural Education, Communications and Leadership is designed to prepare graduates for careers in professional education, supervision, administration, curriculum development and other areas of professional leadership in agriculture, agricultural extension, career and technology, and agricultural communications. Within the minimum 60-credit hour requirement, 15 credit hours must be completed in the core area. In addition, 15 credit hours must be completed in an area of specialization such as agricultural Extension, technical agriculture, educational administration, or other similar areas. The additional hours include 15 hours of research design and statistics and 15 hours for the dissertation.

### Admission Requirements

Students seeking admission to the master's degree program must have earned a bachelor's degree in agricultural communications or a closely related field. A student with background deficiencies must compensate for such deficiencies before completing the Master of Science degree. Evidence of academic ability (2.80 GPA or above) in undergraduate coursework is required. Three letters of reference and a statement of purpose are also required. Graduate Record Exam (GRE) scores are required for students seeking admission to the Master of Science degree program.

Admission to the doctoral degree program is based upon evidence the applicant meets the general requirements of the Graduate College, has demonstrated superior achievement, and can successfully complete a doctoral program as evidenced by three letters of recommendation, GRE scores, a minimum of 2.80 undergraduate grade-point average and 3.00 graduate grade-point average, and a philosophy statement and

goals. Alternative criteria may be considered by the graduate committee for those who submit ample supportive evidence of other exemplary qualifications.