AGRICULTURAL COMMUNICATION MINOR

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGC 301</td>
<td>New Media Communication Strategies in Agriculture</td>
<td>4</td>
</tr>
<tr>
<td>AGED 404</td>
<td>Agricultural Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMS 301</td>
<td>Business and Professional Communication</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 203</td>
<td>News Reporting and Writing</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 205</td>
<td>Agricultural Communications</td>
<td>4</td>
</tr>
</tbody>
</table>

Approved Electives

Select from one of the following lists, based upon major (at least 4 units must be at the 300-400 level):

- Majors in the College of Agriculture, Food and Environmental Sciences (at least 2 courses must be selected from COMS, ENGL, or JOUR)
  - AGB 405 Agribusiness Marketing Research Methods
  - AGC 207 Software Applications for Agricultural Publications
  - AGC 399 Internship in Agricultural Communications
  - AGC 402 Agricultural Publications
  - AGC 426 Presentation Methods in Agricultural Communication
  - COMS 213 Organizational Communication
  - COMS 217 Small Group Communication
  - COMS 312 Communication Research Methods
  - COMS 322 Persuasion
  - COMS 385 Media Criticism
  - COMS 390 Environmental Communication
  - COMS 413 Advanced Organizational Communication
  - ENGL 148 Reasoning, Argumentation and Professional Writing
  - ENGL 310 Corporate Communication
  - ENGL 317 Technical Editing
  - GRC 377 Web and Print Publishing
  - JOUR 219 Multicultural Society and the Mass Media
  - JOUR 285 Introduction to Multimedia Journalism
  - JOUR 303 Web Audio and Video
  - JOUR 304 Public Affairs Reporting
  - JOUR 312 Public Relations
  - JOUR 331 Contemporary Advertising
  - JOUR 333 Broadcast News
  - JOUR 342 Public Relations Writing and Editing
  - JOUR 346 Broadcast Announcing and Production
  - JOUR 352 Advanced Newspaper Reporting Practicum
  - JOUR 390 Visual Communication for the Mass Media
  - JOUR 407 Feature Writing
  - JOUR 413 Public Relations Campaigns
  - RPTA 320 Strategic Event Planning

- Majors in a college other than the College of Agriculture, Food and Environmental Sciences
  - AEPS 150 Forage Crops
  - AEPS 203 Organic Enterprise
  - AEPS 230 Environmental Horticulture
  - AEPS 250 California Fruit Growing
  - AEPS 260 Introduction to Vegetable Science
  - AGB 202 Introduction to Sales
  - AEPS/AG 315 Organic Crop Production
  - AGB 314 Fair and Fair Facility Management
  - AGB 318 Global Agricultural Marketing and Trade
  - AGB 406 Agribusiness Marketing Planning
  - AGC 207 Software Applications for Agricultural Publications
  - AGC 339 Internship in Agricultural Communications
  - AGC 402 Agricultural Publications
  - AGC 426 Presentation Methods in Agricultural Communication
  - ASCI 112 Principles of Animal Science
  - ASCI 221 Introduction to Beef Production
  - ASCI 225 Introduction to Poultry Management
  - BRAE 340 Irrigation Water Management
  - BRAE 348 Energy for a Sustainable Society
  - DSCI 230 General Dairy Husbandry
  - DSCI 231 General Dairy Manufacturing
  - FSN 210 Nutrition
  - FSN 230 Elements of Food Processing
  - FSN 275 Elements of Food Safety
  - GRC 201 Digital Publishing Systems
  - GRC 377 Web and Print Publishing
  - NR 141 Introduction to Forest Ecosystem Management
  - NR 142 Environmental Management
  - NR 306 Natural Resource Ecology and Habitat Management
  - NR/ES 308 Fire and Society
  - NR 321 Water Systems Technology, Issues and Impacts
  - NR 323 Human Dimensions in Natural Resources Management
  - NR/CRP 408 Water Resource Law and Policy
  - SS 121 Introductory Soil Science
  - or SS 131 Soils in Environmental and Agricultural Systems

Total units: 30