Program Learning Objectives

1. Demonstrate and apply excellent written, verbal, listening and visual communication skills.

2. Demonstrate knowledge of current communications practices, including effective writing, layout and design, photography, computer skills, and oral communication.

3. Demonstrate the ability to work in a professional communications setting through experiential-learning (i.e. internships, work experience, student organizations).

4. Analyze and communicate effectively about major issues in agriculture.

5. Understand the importance of effective communication in the agriculture industry.

6. Use and evaluate technologies that enhance the communication process.

7. Apply ethical practices in daily work and recognize media and corporate roles and responsibilities in society.

8. Develop a high degree of agricultural literacy and an adequate reservoir of skills and knowledge in agricultural subjects to meet the need of the agricultural communication profession and the industry.

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

- 2.0 GPA
- 60 units of upper division courses
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No major courses may be selected as credit/no credit.

<table>
<thead>
<tr>
<th>MAJOR COURSES</th>
<th>AGC 102</th>
<th>Orientation to Agricultural Communication</th>
<th>2</th>
</tr>
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<tbody>
<tr>
<td>or AGED 102</td>
<td>AGC 207</td>
<td>Software Applications for Agricultural Publications</td>
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<td></td>
<td>AGC 301</td>
<td>New Media Communication Strategies in Agriculture</td>
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<td></td>
<td>AGC 339</td>
<td>Internship in Agricultural Communications</td>
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<td>or AG 339</td>
<td>AGC 407</td>
<td>Agricultural Publications</td>
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<td>AGC 426</td>
<td>Presentation Methods in Agricultural Communication</td>
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<td>AGED 404</td>
<td>Agricultural Leadership</td>
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<td>AGED 460</td>
<td>Research Methodology in Agricultural Education and Communication</td>
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<td></td>
<td>AGC 461</td>
<td>Senior Project I</td>
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<tr>
<td>or AGED 461</td>
<td>AGC 462</td>
<td>Senior Project II</td>
<td>1</td>
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<tr>
<td></td>
<td>BIO 111</td>
<td>General Biology (B2 &amp; B4)</td>
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<tr>
<td>or BIO 161</td>
<td>CHEM 110</td>
<td>World of Chemistry (B3 &amp; B4)</td>
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<td></td>
<td>COMS 301</td>
<td>Business and Professional Communication</td>
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<td></td>
<td>COMS 316</td>
<td>Intercultural Communication (USCP)</td>
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<tr>
<td></td>
<td>ECON 222</td>
<td>Macroeconomics (D2)</td>
<td>4</td>
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<td>ENGL 310</td>
<td>Corporate Communication</td>
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<td>GRC 377</td>
<td>Web and Print Publishing</td>
<td>4</td>
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<tr>
<td>or JOUR 390</td>
<td>JOUR 203</td>
<td>News Reporting and Writing</td>
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<td>JOUR 205</td>
<td>Agricultural Communications</td>
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<tr>
<td></td>
<td>JOUR 312</td>
<td>Public Relations</td>
<td>4</td>
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<td></td>
<td>MATH 118</td>
<td>Precalculus Algebra (B1)</td>
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<tr>
<td></td>
<td>or STAT 218</td>
<td>Applied Statistics for the Life Sciences</td>
<td>4</td>
</tr>
</tbody>
</table>

Agricultural Business and Economics

- AGB 212 | Agricultural Economics | 4 |
- AGB 301 | Food and Fiber Marketing | 4 |
- AGB 312 | Agricultural Policy | 4 |

Agricultural Systems Technology

- BRAE 121 | Agricultural Mechanics | 2-3 |
- or BRAE 141 | Agricultural Machinery Safety | |

Animal Science

- ASCI 112 | Principles of Animal Science | 4 |

Select from the following:

- ASCI 221 | Introduction to Beef Production | 4 |
- ASCI 222 | Systems of Swine Production | 4 |
- ASCI 223 | Systems of Small Ruminant Management | 4 |
- ASCI 224 | Equine Science | 4 |
- ASCI 225 | Introduction to Poultry Management | 4 |
- DSCI 230 | General Dairy Husbandry | 4 |

Environment and Natural Resources

- AG/ASCI 360 | Holistic Management (F) | 4 |
- BRAE 340 | Irrigation Water Management | 4 |

Select from the following:

- NR/ES 308 | Fire and Society (D5) | 4 |
- or NR 323 | Human Dimensions in Natural Resources Management | 4 |
- SS 121 | Introductory Soil Science | 4 |
- or SS 131 | Soils in Environmental and Agricultural Systems | 4 |

Food Science

- FSN 230 | Elements of Food Processing | 4 |
- FSN 275 | Elements of Food Safety | 4 |

Plant Science
BS Agricultural Communication

Agricultural Issues
Select from the following: 4

- AEPS/BOT 329 Plants, Food, and Biotechnology
- AG 452 Issues Affecting California Agriculture
- AGC 452 Current Trends and Issues in Agricultural Communication

GENERAL EDUCATION (GE)
(See GE program requirements below.) 44

FREE ELECTIVES
Free Electives 7-8

Total units 180

1 Required in Major; also satisfies GE
2 MATH 116 and MATH 117 substitute.

General Education (GE) Requirements
• 72 units required, 28 of which are specified in Major and/or Support.
• See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext).
• Minimum of 12 units required at the 300 level.

Area A Communication
A1 Expository Writing 4
A2 Oral Communication 4
A3 Reasoning, Argumentation and Writing 4

Area B Science and Mathematics
B1 Mathematics/Statistics (8 units in Major) 0
B2 Life Science (4 units in Major) 1 0
B3 Physical Science (4 units in Major) 1 0
B4 One lab taken with either a B2 or B3 course

Area C Arts and Humanities
C1 Literature 4
C2 Philosophy 4
C3 Fine/Performing Arts 4
C4 Upper-division elective 4
Area C elective (Choose one course from C1-C5) 4

Area D/E Society and the Individual
D1 The American Experience (Title 5, Section 40404 requirement) 4
D2 Political Economy (4 units in Major) 1 0
D3 Comparative Social Institutions 4
D4 Self Development (CSU Area E) 4
D5 Upper-division elective (4 units in Major) 1 0

Area F Technology
F Upper-division elective (4 units in Major) 1 0

Total units 44