

# AGRICULTURAL COMMUNICATION (AGC)

## AGC Courses

### AGC 102. Orientation to Agricultural Communication. 2 units

Term Typically Offered: F

Orientation to the communication sector of agriculture. Overview of professional opportunities and skills needed for success in agricultural communications. Preparation of press releases and short articles, and development of a planned program of study. 2 lectures.

### AGC 200. Special Problems in Agricultural Communication. 1-4 units

Term Typically Offered: F, W, SP

Prerequisite: Consent of department head.

Individual investigation, research, studies or surveys of selected problems in Agricultural Communication/Agricultural Education. Total credit limited to 8 units, with a maximum of 4 units per quarter.

### AGC 207. Software Applications for Agricultural Publications. 2 units

Term Typically Offered: W

Emphasis on software applications in agricultural communications, including basic Adobe Creative Suite techniques of InDesign and Lightroom, MS Word and Excel. Best practices in electronic delivery and print. Adobe Premiere video, blog template usage and cloud collaboration for professional agricultural communications. 1 lecture, 1 activity.

### AGC 270. Selected Topics. 1-4 units

Term Typically Offered: TBD

Prerequisite: Open to undergraduate students and consent of instructor.

Directed group study of selected topics. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

### AGC 301. New Media Communication Strategies in Agriculture. 4 units

Term Typically Offered: W

Prerequisite: Junior standing. Recommended: JOUR 203, JOUR 205.

Exploration and implementation of emerging new media communication strategies and technologies to convey information on important issues in agriculture to a global audience. Focus on food and farming dialogues currently populating conversations about production agriculture.

Adaptation of different writing styles based on requirements of the various new media channels. Analysis of metrics to measure level of engagement with desired audience. 3 lectures, 1 laboratory.

### AGC 339. Internship in Agricultural Communications. 1-12 units

CR/NC

Term Typically Offered: F,W,SP,SU

Prerequisite: Consent of internship instructor.

Selected Agricultural Communication students will spend up to 12 weeks with an approved agricultural firm engaged in production or related business. Time will be spent applying and developing production and managerial skills and abilities. One unit of credit may be allowed for each full week of completed and reported internship. Degree credit limited to 6 units. Credit/No Credit grading only.

### AGC 400. Advanced Special Problems in Agricultural Communication. 1-4 units

Term Typically Offered: F, W, SP

Prerequisite: Consent of department head.

Individual investigation, research, studies or surveys of selected problems in Agricultural Communication/Agricultural Education. Total credit limited to 8 units, with a maximum of 4 units per quarter.

### AGC 407. Agricultural Publications. 4 units

Term Typically Offered: SP

Prerequisite: JOUR 205 and AGC 207.

Integration of writing, editing, and layout skills in producing agricultural publications. Emphasis on using computer applications in designing publications. Total credit limited to 8 units. 2 lectures, 2 activities.

### AGC 426. Presentation Methods in Agricultural Communication. 4 units

Term Typically Offered: F

Prerequisite: Completion of GE Area A2 with a grade of C- or better; and junior standing.

Development, delivery and evaluation of effective means of communication by use of a variety of presentation methods and the use of technology for effective communication. 2 lectures, 2 activities.

### AGC 452. Current Trends and Issues in Agricultural Communication. 4 units

Term Typically Offered: F, SP

Prerequisite: Senior standing.

Presentations by experts from government, industry, and professional organizations. Focus on trends and issues that impact agriculture, in particular agricultural communication. Exploration of solutions to problems facing agricultural communication. Field trip required. 4 seminars.

### AGC 461. Senior Project I. 1 unit

Term Typically Offered: W, SP

Prerequisite: AGED 460.

Empirical application of the scientific method as it relates to the selection of a project. Projects typical of problems that graduates must solve in their field of employment. 1 seminar.

### AGC 462. Senior Project II. 1 unit

Term Typically Offered: F, SP

Prerequisite: AGC 461.

Completion of a project begun in AGC 461. Projects typical of problems that graduates must solve in their field of employment. Project results are presented in a formal report. 1 seminar.

### AGC 470. Selected Advanced Topics. 1-4 units

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

**AGC 471. Selected Advanced Laboratory. 1-4 units**

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 laboratories.

**AGC 500. Individual Study In Agricultural Communication. 1-3 units**

Term Typically Offered: F, W, SP

Prerequisite: Consent of department head, graduate advisor and supervising faculty member.

Advanced independent study planned and completed under the direction of a member of the Agricultural Education and Communication faculty. Total credit limited to 6 units.

**AGC 539. Graduate Internship in Agricultural Communication. 1-9 units**

Term Typically Offered: F, W, SP

Prerequisite: Consent of internship instructor.

Application of theory to the solution of problems of agricultural production or related business in the field of Agricultural Communication. Analyze specific management problems and perform general management assignments detailed in a contract between the student, the firm or organization, and the faculty advisor before the internship commences. Degree credit limited to 6 units.

**AGC 570. Selected Topics in Agricultural Communication. 1-4 units**

Term Typically Offered: TBD

Prerequisite: Graduate standing or consent of instructor.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 12 units. 1 to 4 seminars.

**AGC 571. Selected Advanced Laboratory in Agricultural Communication. 1-4 units**

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 laboratories.

**AGC 580. Special Problems in Agricultural Communication. 1-3 units**

Term Typically Offered: TBD

Prerequisite: Consent of department head, graduate advisor and supervising faculty member.

Individual study of modern issues and problems conducted through research, planning and development. Field problems and in-service study in agricultural industry encouraged. Final written report required. Total credit limited to 9 units with not more than 3 units in any one quarter.