

AGRICULTURAL COMMUNICATION MINOR

Offered at: San Luis Obispo Campus

In association with the Brock Center for Agricultural Communication, selected interdisciplinary courses in Journalism, Graphic Communications, English, Communication Studies and Agriculture make up the Agricultural Communication minor. Students will learn hands-on communication skills including various forms of written, verbal, and, digital communications applied to agricultural concepts. Career preparation includes a breadth and depth in agriculture along with a foundation in journalism, and an industry internship.

Program Learning Objectives

1. Develop and apply excellent interpersonal, digital, and professional communication skills.
2. Select appropriate digital communication strategies for issues in the agricultural industry and related fields.
3. Engage in dynamic agricultural communication strategies for issues in the agriculture industry and related fields.
4. Translate scientific and technical agricultural information to diverse audiences.
5. Demonstrate awareness and sensitivity to cultural demographics in an increasingly global agriculture industry.

Minor Requirements and Curriculum

The minor must be completed prior to, or at the same time as, the requirements for the bachelor's degree. A major and a minor may not be taken in the same degree program, and a minor is not required for a degree. Requirements for the minor include:

- At least half of the units must be from upper-division courses (3000-4000 level).
- At least half of the units must be taken at Cal Poly (in residence).
- No more than one-third of the units will be taken with credit-no credit grading (CR/NC), not counting courses with mandatory CR/NC. Departments may further limit CR/NC grading if desired.
- A minimum 2.0 GPA is required in all units counted for completion of the minor.

Code	Title	Units
REQUIRED COURSES		
AGC 2205	Agricultural Communications	3
AGC 2207	Software Applications for Agricultural Publications	2
AGC 2225	Digital Communication in Agriculture and Science	3
AGC 3301	New Media Communication Strategies in Agriculture	3
AGC 4404	Applications of Agricultural Leadership	3
Approved Electives		
Select from the following: ¹		9
Majors in the College of Agriculture, Food and Environmental Sciences ²		
AGB 4405	Agribusiness Marketing Research Methods	
AGC 3314	California Fairgrounds and Expositions	
AGC 3318	Fairgrounds and Facility Management	
AGC 3339	Internship in Agricultural Communications	
AGC 4407	Agricultural Publications	
AGC 4425	Multimedia Storytelling in Agriculture and Science	
AGC 4426	Presentation Methods in Agricultural Communication	
AGC 4475	Crisis Communication in Food and Agriculture	
AGC 4490	Agricultural Communications Enterprise Management	
COMS 2213	Organizational Communication	
COMS 2217	Small Group Collaboration and Creativity	
COMS 3305	Persuasion	
COMS 3312	Quantitative Research Methods in Communication Studies	
COMS 3385	Media Criticism	
COMS 3390	Environmental Communication	
COMS 4413	Training and Development	
EIM 3320	Strategic Event Planning	
ENGL 3317	Humanistic Perspectives in Technical and Professional Editing	
JOUR 2203	News Reporting and Writing	

JOUR 2219	Mass Media in a Cross-Cultural Society
JOUR 2228	Media, Self and Society
JOUR 2285	Introduction to Multimedia Journalism
JOUR 3300	Public Relations
JOUR 3303	Video Storytelling
JOUR 3304	Public Affairs Reporting
JOUR 3307	Feature Writing
JOUR 3313	Public Relations Campaigns
JOUR 3331	Contemporary Advertising
JOUR 3333	Broadcast News
JOUR 3342	Public Relations Writing and Editing
JOUR 3345	Social Media for Strategic Communication
JOUR 3346	Broadcast Announcing and Production
JOUR 3352	Advanced News Reporting Practicum
JOUR 3390	Visual Communication for the Mass Media
Majors outside the College of Agriculture, Food and Environmental Sciences	
AGB 3318	Global Agricultural Marketing and Trade
AGB 4406	Agribusiness Marketing Planning
AGC 3339	Internship in Agricultural Communications
AGC 4407	Agricultural Publications
AGC 4426	Presentation Methods in Agricultural Communication
ASCI 1101	Principles of Animal Physiology
ASCI 2230	Beef and Dairy Cattle Management
ASCI 2231	Swine and Poultry Management
BRAE 3340	Irrigation Water Management
BRAE 3348	Energy for a Sustainable Society
CRP/NR 4408	Water Resource Law and Policy
DSCI 2229	General Dairy Manufacturing
DSCI 2230	General Dairy Husbandry
FSN 1111	Elements of Food Processing
FSN 2202	Introduction to Human Nutrition
FSN 2245	Elements of Food Safety
GRC 1020	Introduction to Digital Applications
PLSC 1120 & 1120L	Principles of Plant Sciences and Principles of Plant Sciences Lab
NR 1141	Introduction to Forest Ecosystem Management
NR 1142	Environmental Management
NR 3306	Natural Resource Ecology and Habitat Management
NR 3308	Fire and Society
NR 3321	Water Resources Technology and Society
NR 3323	Human Dimensions in Natural Resources Management
SS 1120 or SS 1130	Introductory Soil Science Soils in Environmental and Agricultural Systems

Total Units
23

¹ Course choices are based upon student's major see lists below.

² A minimum of 6 units must come from the following prefixes: COMS, ENGL, or JOUR.