

AGRICULTURAL COMMUNICATION (BS)

Offered at: San Luis Obispo Campus

The BS Agricultural Communication program prepares students to become professional communicators in the agriculture industry and related fields. Graduates of the program are effective oral, written, and digital communicators with an applied knowledge of new and emerging media technologies. This rapidly growing career area is supplemented by The Brock Center for Agricultural Communication, which provides students the opportunity for industry linkages and professional preparation.

Program Learning Objectives

1. Demonstrate and apply excellent interpersonal, digital, and professional communication skills in the agricultural industry.
2. Select appropriate digital communication strategies for issues in the agricultural industry and related fields.
3. Interpret, synthesize, and communicate information on agriculture and related fields.
4. Apply ethical strategic communication principles to agriculture, food, and environmental science challenges.
5. Demonstrate agricultural communication competencies in an increasingly diverse global community.
6. Engage in dynamic agricultural communication strategies with various stakeholder groups.
7. Translate scientific and technical agricultural information to diverse audiences.
8. Employ problem-solving skills in the context of communicating about agriculture.

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 (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/>) section of this catalog, including:

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

Note: No Major courses may be selected as credit/no credit. In addition, no more than 12 units of cooperative or internship courses can count towards your degree requirements.

Code	Title	Units
MAJOR COURSES		
AGC 1102	Orientation to Agricultural Communication & Agricultural Science	1
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 3339	Internship in Agricultural Communications	3
AGC 4404	Applications of Agricultural Leadership	3
AGC 4407	Agricultural Publications	3
AGC 4425	Multimedia Storytelling in Agriculture and Science	3
AGC 4426	Presentation Methods in Agricultural Communication	3
AGC 4452	Current Trends and Issues in Agricultural Communication	3
AGC 4463	Senior Project	3
AGC 4475	Crisis Communication in Food and Agriculture	3
SUPPORT COURSES		
AGB 2212	Agricultural Economics	3
AGB 2260	Agribusiness Data Literacy	3
AGB 3301 or WVIT 3343	Food Marketing Branded Wine Marketing	3
AGB 3312	Agricultural Policy	3
ASCI 1101	Principles of Animal Physiology	3
ASCI 1102	Animal Management Systems	3
ASCI 1103	Animal Science Laboratory	1

BIO 1111	General Biology (5B) ¹	3
BRAE 3340	Irrigation Water Management (Upper-Division 2/5) ¹	3
Select from the following: (5A & 5C) ¹		4
CHEM 1110	World of Chemistry	
CHEM 1120	Fundamentals of Chemical Structure and Properties	
COMS 3316	Intercultural Communication (USCP)	3
ECON 2040	Macroeconomics (4B) ¹	3
ENGL 3310	Corporate Communication (Upper-Division 4) ¹	3
FSN 1111	Elements of Food Processing	3
or FSN 2245	Elements of Food Safety	
JOUR 2203	News Reporting and Writing	3
MATH 1006	College Algebra (2) ¹	3
NR 3308	Fire and Society	3
PLSC 1120 & 1120L	Principles of Plant Sciences and Principles of Plant Sciences Lab	3
STAT/DATA 1000	Statistical and Data Literacy	3
SS 1120	Introductory Soil Science	4
GENERAL EDUCATION (GE)		
(See GE program requirements below)		24
FREE ELECTIVES		
Free Electives		0
Total Units		120

¹ Required in Major or Support; also satisfies General Education (GE) requirement.

General Education (GE) Requirements

- 43 units required, 19 of which are specified in Major and/or Support.
- If any of the remaining 24 Units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.
- See the complete GE course listing (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: 1A (English Composition), 1B (Critical Thinking), 1C (Oral Communication), and 2 (Mathematics and Quantitative Reasoning).

Lower-Division General Education

Area 1	English Communication and Critical Thinking	
1A	Written Communication	3
1B	Critical Thinking	3
1C	Oral Communication	3
Area 2	Mathematics and Quantitative Reasoning	
2	Mathematics and Quantitative Reasoning (3 units in Support) ¹	0
Area 3	Arts and Humanities	
3A	Arts	3
3B	Humanities: Literature, Philosophy, Languages other than English	3
Area 4	Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)	
4A	American Institutions (Title 5, Section 40404 Requirement)	3
4B	Social and Behavioral Sciences (3 units in Support) ¹	0
Area 5	Physical and Life Sciences	
5A	Physical Sciences (3 units in Support) ¹	0
5B	Life Sciences (3 units in Support) ¹	0
5C	Laboratory (may be embedded in a 5A or 5B course) (1 units in Support) ¹	0
Area 6	Ethnic Studies	

			3
6		Ethnic Studies	3
Upper-Division General Education			
Upper-Division 2/5		Mathematics and Quantitative Reasoning or Physical and Life Sciences (3 units in Support) ¹	0
Upper-Division 3		Arts and Humanities	3
Upper-Division 4		Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.) (3 units in Support) ¹	0
Total Units			24

¹ Required in Major or Support; also satisfies General Education (GE) requirement.

Coming soon