

AGRICULTURAL COMMUNICATION (AGC)

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AGC Courses

AGC 1102 Orientation to Agricultural Communication & Agricultural Science (1 unit)

Term Typically Offered: F

Prerequisite: Agricultural Communication or Agricultural Science major.

Orientation to communication sector of agriculture, professional opportunities and skills needed for success in agricultural communication and related agricultural disciplines. Preparation of news releases, short writing, and video. Development of a planned program of study. Field trip required. 1 lecture. Formerly AGC 102.

AGC 2200 Special Problems for Undergraduates (1-3 units)

Term Typically Offered: F, SP

Prerequisite: Consent of department head.

Individual investigation, research, studies or surveys of special problems in Agricultural Communication. Repeatable up to 6 units. Formerly AGC 200.

AGC 2205 Agricultural Communications (3 units)

Term Typically Offered: F

Survey of agricultural communication, history of the discipline, practice of multimedia writing for agriculture, food, and environmental sciences outlets. Gathering and analysis of related scientific and technical information and translation for public audiences. Role of under-represented groups in agriculture. Field trip required. 2 lectures, 1 activity. Formerly AGC 205.

AGC 2207 Software Applications for Agricultural Publications (2 units)

Term Typically Offered: F

Emphasis on software applications in agricultural communications, with specific focus on the Adobe Creative Suite techniques using InDesign, Lightroom and Adobe Rush. Best practices in electronic delivery and print. Adobe Premiere video, blog template usage and cloud collaboration for professional agricultural communications. 1 lecture, 1 activity. Formerly AGC 207.

AGC 2225 Digital Communication in Agriculture and Science (3 units)

Term Typically Offered: SP

Prerequisite: AGC 207 or AGC 2207.

Development of digital multimedia skills (audio and video) and techniques to produce content focusing on agriculture, science and technology topics. Emphasis on creating compelling digital stories to communicate critical agriculture and science issues. 1 lecture, 2 activities. Formerly AGC 225.

AGC 2254 Introduction to Agricultural Leadership (2 units)

Term Typically Offered: SP

Orientation to leadership development in agriculture and related settings. Principles and techniques for developing leadership skills, including exploration of personal characteristics, technical skills, interpersonal influence, commitment, goals, and power necessary for effective leaders. Issues facing leaders in agriculture. 2 lectures. Formerly AGC 254.

AGC 2270 Special Topics (1-3 units)

Term Typically Offered: TBD

Directed group study of special topics. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 lectures. Formerly AGC 270.

AGC 2290 Agricultural Communication Enterprise (3 units)

Term Typically Offered: TBD

CR/NC

Prerequisite: One of the following: AGC 205, AGC 2205, JOUR 203, or JOUR 2203; and AGC 207 or AGC 2207.

Application of communication skills for strategic and integrated communication projects related to food production, agriculture and environmental sciences topics. Emphasis on multimedia and brand journalism approaches, interviewing, using information sources, and translating agriculture, technology, and science information for public audiences. Total credit limited to 6 units. Credit/No Credit grading only. 1 lecture, 2 activities. Formerly AGC 290.

AGC 3301 New Media Communication Strategies in Agriculture (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing. Recommended: JOUR 203 or JOUR 2203.

Implementation of new media strategies and technologies to convey information on issues in agriculture to specified audiences. Communication strategies are based on channels used. Impact assessment through metric analysis implied. 2 lectures, 1 laboratory. Formerly AGC 301.

AGC 3314 California Fairgrounds and Expositions (3 units)

Term Typically Offered: F

Prerequisite: Completion of GE Area 1A with a grade of C- or better (GE Area A2 for the 2020-26 catalogs); completion of GE Area 4A (GE Area D1 for the 2020-26 catalogs).

Scope and elements of fairs and expositions through public outreach, education, management, funding, interim events, government regulations, and industry relations. Practical application of fair management instruction includes hosting a major event or project of the Western Fairs Association (WFA). Field trip required. 3 lectures. Formerly AGC 314.

AGC 3318 Fairgrounds and Facility Management (3 units)

Term Typically Offered: SP

Prerequisite: AGC 314 or AGC 3314.

Fundamentals of annual operation of fairground facilities including budgeting, vendor contracts, entertainment schedules, rental opportunities, master planning, and maintenance. Principles and procedures in planning, organizing, operating, and evaluating fairgrounds. Field trip required. 2 lectures, 1 activity. Formerly AGC 318.

AGC 3339 Internship in Agricultural Communications (1-12 units)

Term Typically Offered: F, SP, SU

CR/NC

Prerequisite: Consent of instructor.

Selected Agricultural Communication students will spend up to one academic term with an approved agricultural firm engaged in production or related business. Time will be spent applying and developing production and managerial skills and abilities. Repeatable up to 12 units. Credit/No Credit grading only. Formerly AGC 339.

AGC 4400 Special Problems for Advanced Undergraduates (1-3 units)

Term Typically Offered: F, SP

Prerequisite: Consent of department head.

Individual investigation, research, studies or surveys of selected problems in Agricultural Communication. Repeatable up to 6 units. Formerly AGC 400.

AGC 4404 Applications of Agricultural Leadership (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing.

Introduction to the practical application of leadership in agriculture. Emphasis on identifying strategies for self-improvement and personal development. Study of contemporary leaders, professionalism, and leadership actions. 2 lectures, 1 activity. Formerly AGC 404.

AGC 4407 Agricultural Publications (3 units)

Term Typically Offered: F

Prerequisite: AGC 205 or AGC 2205; and AGC 207 or AGC 2207.

Integration of writing, editing, photography, and layout skills in producing agricultural publications. Emphasis on using computer applications in designing publications and accessory products for distribution. Repeatable up to 6 units. 1 lecture, 2 activities. Formerly AGC 407.

AGC 4412 Advanced Agricultural Leadership Development Practicum (3 units)

Term Typically Offered: SP

Prerequisite: Junior standing and consent of instructor.

Leadership team facilitates a campus event under the direction of the Agricultural Education and Communication Department. Team identifies goals, recruits students, organizes committees, addresses tasks, and conducts the event. Practical application of problem solving, critical thinking, communication and collaboration skills. Repeatable up to 6 units. 3 seminars. Formerly AGC 412.

AGC 4425 Multimedia Storytelling in Agriculture and Science (3 units)

Term Typically Offered: F

Prerequisite: AGC 225 or AGC 2225. Recommended: AGC 205 or AGC 2205; COMS 395 or COMS 3395; JOUR 203 or JOUR 2203; and JOUR 312 or JOUR 3300.

Examines digital and multimedia communication methods of complex agricultural, food, and environmental sciences topics. Exploration and implementation of practices translating science issues to public audiences. Focuses on current campus-related scientific research endeavors using principles of digital storytelling and content creation. 1 lecture, 2 activities. Formerly AGC 425.

AGC 4426 Presentation Methods in Agricultural Communication (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing and completion of GE Area 1C with a grade of C- or better (GE Area A1 for the 2020-26 catalogs).

Development, delivery, and evaluation of effective communication using a variety of presentation methods and technology. 2 lectures, 1 activity. Formerly AGC 426.

AGC 4452 Current Trends and Issues in Agricultural Communication (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior or Graduate 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. Course may be offered in classroom-based or online format. 3 seminars. Formerly AGC 452.

AGC 4454 Agricultural Leadership - Self Assessment & Reflection (2 units)

Term Typically Offered: SP

Prerequisite: Senior standing; and AGC 404 or AGC 4404.

Culminating leadership experience. Appraise strengths and areas of personal growth, analyze effective strategies in leading others, examine collegiate experiences, and construct a leadership philosophy integrating the research-based leadership theory, skills and traits explored. 1 lecture, 1 activity. Formerly AGC 454.

AGC 4463 Senior Project (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing. Corequisite: One of the following: AG 452, AG 4452, AGC 452, AGC 4452, PLSC 329, or PLSC 3329.

Research, selection, and completion of projects addressing practical or scholarly research problems graduates may encounter in their fields of employment. Project results presented in a formal written report and oral presentation. 3 seminars. Formerly AGC 463.

AGC 4470 Special Advanced Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of special topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 lectures. Formerly AGC 470.

AGC 4471 Special Advanced Laboratory (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group laboratory study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 laboratories. Formerly AGC 471.

AGC 4475 Crisis Communication in Food and Agriculture (3 units)

Term Typically Offered: SP

Prerequisite: Junior standing.

Examine agriculture, food, and environmental crises and emphasize effective communication of complex science. Crisis communication theory and issues management strategies. Explore how effective communication can prevent and/or decrease negative effects, and how digital tools can aid in crisis solutions. 2 lectures, 1 activity. Formerly AGC 475.

AGC 4490 Agricultural Communications Enterprise Management (3 units)

Term Typically Offered: TBD

Prerequisite: AGC 205 or AGC 2205; AGC 207 or AGC 2207 and AGC 301 or AGC 3301. Recommended: JOUR 312 or JOUR 3300.

Advanced application of communication strategies for managing client projects. Creation of client-based digital media projects focusing on topics in agriculture, food, and environmental sciences. Emphasis on multimedia content production of materials to communicate complex issues in the discipline. Field trip may be required. 1 lecture, 2 activities. Formerly AGC 490.

AGC 5500 Individual Study for Graduates (1-3 units)

Term Typically Offered: F, SP

Prerequisite: Consent of department head.

Advanced independent study planned and completed under the direction of a member of the Agricultural Education and Communication faculty. Repeatable up to 6 units. Formerly AGC 500.

AGC 5570 Special Advanced Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Graduate standing and consent of instructor.

Directed group study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 9 units. 1 to 3 seminars. Formerly AGC 570.

AGC 5571 Special Advanced Laboratory (1-3 units)

Term Typically Offered: TBD

Prerequisite: Graduate standing and consent of instructor.

Directed group laboratory study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 laboratories. Formerly AGC 571.

AGC 5580 Special Problems in Agricultural Communication (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of department head.

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. Repeatable up to 6 units. Formerly AGC 580.