

AGRICULTURAL COMMUNICATION (AGC)

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AGC Courses

AGC 102. Orientation to Agricultural Communication & Agricultural Science. 2 units

Term Typically Offered: F

Orientation to the communication sector of agriculture. Overview of professional opportunities and skills needed for success in agricultural communication and related agricultural disciplines. Preparation of news releases and short writing and video, 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 205. Agricultural Communications. 4 units

Term Typically Offered: F, W

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. 3 lectures, 1 activity. Replaces JOUR 205.

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 225. Digital Communication in Agriculture and Science. 4 units

Term Typically Offered: W

Prerequisite: AGC 207.

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. 2 lectures, 2 activities.

AGC 254. 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 AG 254.

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 290. Agricultural Communication Enterprise. 3 units

Term Typically Offered: F, W, SP

CR/NC

Prerequisite: AGC 205, JOUR 203, or JOUR 205.

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. 2 lectures, 1 laboratory.

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 314. California Fairgrounds and Expositions. 4 units

Term Typically Offered: F

Prerequisite: Completion of GE Area A2 with a grade of C- or better (GE Area A1 for students on the 2019-20 or earlier catalogs); and completion of one lower division GE Area C. Replaced AGB 314.

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 may be required. 4 lectures.

AGC 318. Fairgrounds and Facility Management. 4 units

Term Typically Offered: W

Prerequisite: AGC 314.

Fundamentals of the year-round operation of a fairgrounds facility to include budget management, vendor contracts, entertainment schedules, rental opportunities, master planning, and maintenance. Principles and procedures in planning, organizing, operating, and evaluating fairgrounds and facilities. Field trip required. 2 lectures, 2 activities.

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

Term Typically Offered: F,W,SP,SU

CR/NC

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 404. Foundations of Agricultural Leadership. 3 units

Term Typically Offered: F, W, SP

Prerequisite: Completion of GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs); and junior standing. Replaced AGED 404.

Introduction to theory and 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.

AGC 407. Agricultural Publications. 4 units

Term Typically Offered: W

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 412. 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. Total credit limited to 6 units. 3 seminars. Formerly AGED 412.

AGC 425. Multimedia Storytelling in Agriculture and Science. 4 units

Term Typically Offered: F

Prerequisite: AGC 225. Recommended: COMS 395, JOUR 203, JOUR 205, and JOUR 312.

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. 2 lectures, 2 activities.

AGC 426. Presentation Methods in Agricultural Communication. 4 units

Term Typically Offered: F

Prerequisite: Completion of GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs); 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 454. Agricultural Leadership - Self Assessment & Reflection. 2 units

Term Typically Offered: SP

Prerequisite: AGC 404 and senior standing.

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 AG 454.

AGC 460. Research Methodology in Agricultural Communication and Agricultural Science. 1 unit

Term Typically Offered: F, SP

Prerequisite: Junior standing.

Introduction to the research process and topic selection as it relates to the design and development of the senior project within the Agricultural Communication and the Agricultural Sciences majors. 1 lecture. Formerly AGED 460.

AGC 461. Senior Project I. 1 unit

Term Typically Offered: F, 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 463. Senior Project. 3 units

Term Typically Offered: F, SP

Prerequisite: Senior standing. Corequisite: AG 452 or AGC 452.

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.

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 475. Crisis Communication in Food and Agriculture. 4 units

Term Typically Offered: SP
Prerequisite: Junior standing. Recommended: Completion of GE Area A with grades of C- or better.

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. 3 lectures, 1 activity.

AGC 490. Agricultural Communications Enterprise Management. 3 units

Term Typically Offered: TBD
Prerequisite: Junior standing, AGC 205, AGC 207, and AGC 301.
Recommended: JOUR 312.

Advanced application of communication strategies for managing client projects. Creation of communication campaigns and projects focusing on topics in agriculture, food, and environmental sciences. Emphasis on multimedia production of content and materials to communicate complex issues in the discipline. 1 lecture, 2 activities.

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 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.