

# AGRICULTURAL COMMUNICATION MINOR

## Required Courses

AGC 205	Agricultural Communications	4
AGC 207	Software Applications for Agricultural Publications	2
AGC 225	Digital Communication in Agriculture and Science	4
AGC 301	New Media Communication Strategies in Agriculture	4
AGC 404	Foundations of Agricultural Leadership	3

## Approved Electives

Select from one of the following lists, based upon major (at least 8 units must be at the 300-400 level): 13

Majors in the College of Agriculture, Food and Environmental Sciences (at least 2 courses must be selected from COMS, ENGL, or JOUR)

AGB 405	Agribusiness Marketing Research Methods
AGC 314	California Fairgrounds and Expositions
AGC 318	Fairgrounds and Facility Management
AGC 339	Internship in Agricultural Communications
AGC 407	Agricultural Publications
AGC 425	Multimedia Storytelling in Agriculture and Science
AGC 426	Presentation Methods in Agricultural Communication
AGC 475	Crisis Communication in Food and Agriculture
AGC 490	Agricultural Communications Enterprise Management
COMS 213	Organizational Communication
COMS 217	Small Group Communication
COMS 312	Quantitative Research Methods in Communication Studies
COMS 322	Persuasion
COMS 385	Media Criticism
COMS 390	Environmental Communication
COMS 413	Advanced Organizational Communication
ENGL 310	Corporate Communication
ENGL 317	Technical Editing
JOUR 203	News Reporting and Writing
JOUR 219	Multicultural Society and the Mass Media
JOUR 228	Media, Self and Society
JOUR 285	Introduction to Multimedia Journalism
JOUR 303	Web Audio and Video

JOUR 304	Public Affairs Reporting
JOUR 312	Public Relations
JOUR 331	Contemporary Advertising
JOUR 333	Broadcast News
JOUR 342	Public Relations Writing and Editing
JOUR 345	Social Media for Strategic Communication
JOUR 346	Broadcast Announcing and Production
JOUR 352	Advanced News Reporting Practicum
JOUR 390	Visual Communication for the Mass Media
JOUR 407	Feature Writing
JOUR 413	Public Relations Campaigns
RPTA 320	Strategic Event Planning

Majors in a college other than the College of Agriculture, Food and Environmental Sciences

AG/PLSC 315	Principles of Organic Crop Production
AGB 202	Introduction to Sales
AGB 318	Global Agricultural Marketing and Trade
AGB 406	Agribusiness Marketing Planning
AGC 207	Software Applications for Agricultural Publications
AGC 339	Internship in Agricultural Communications
AGC 407	Agricultural Publications
AGC 426	Presentation Methods in Agricultural Communication
ASCI 112	Principles of Animal Science
ASCI 221	Introduction to Beef Production
ASCI 225	Introduction to Poultry Management
BRAE 340	Irrigation Water Management
BRAE 348	Energy for a Sustainable Society
DSCI 229	General Dairy Manufacturing
DSCI 230	General Dairy Husbandry
FSN 202	Introduction to Human Nutrition
FSN 230	Elements of Food Processing
FSN 275	Elements of Food Safety
GRC 201	Digital Publishing Systems
NR 141	Introduction to Forest Ecosystem Management
NR 142	Environmental Management
NR 306	Natural Resource Ecology and Habitat Management
NR/ES 308	Fire and Society
NR 321	Water Resources Technology and Society
NR 323	Human Dimensions in Natural Resources Management
NR/CRP 408	Water Resource Law and Policy
PLSC 150	Forage Crops
PLSC 203	Organic Enterprise Project
PLSC 230	Environmental Horticulture

2 Agricultural Communication Minor

SS 120      Introductory Soil Science  
or SS 130    Soils in Environmental and Agricultural Systems

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**Total units** **30**