

BS AGRICULTURAL COMMUNICATION

Program Learning Objectives

1. Demonstrate and apply excellent written, verbal, listening and visual communication skills through class and public presentations.
2. Demonstrate knowledge of both standard and modern communications practices, including effective writing, layout and design, photography, computer skills, and oral communication through collected portfolio work.
3. Demonstrate the ability to work in a professional communications setting through experiential-learning (i.e. internships, work experience, student organizations).
4. Analyze and communicate effectively about major issues in agriculture by developing and sharing educational scientific media and materials.
5. Understand the importance of effective communication in the agriculture industry by studying agriculture in the media.
6. Use and evaluate technologies that enhance the communication process through software training and media analytics.
7. Apply ethical journalism practices in daily work and recognize media and corporate roles and responsibilities in society by studying public relations, government regulation and sustainability.
8. Demonstrate awareness and sensitivity to cultural demographics of an increasingly global agriculture industry by studying agricultural trade.
9. Develop a high degree of agricultural literacy, a reservoir of skills and knowledge in agricultural subjects to meet the needs of the agricultural communication profession and the industry through capstone courses and experiences.

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/generalrequirementsbachelorsdegree/#generaleducationtext>) section of this catalog, including:

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

Note: No Major courses may be selected as credit/no credit.

MAJOR COURSES

AGC 102	Orientation to Agricultural Communication & Agricultural Science	2
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 339	Internship in Agricultural Communications	4
or AG 339	Internship in Agriculture	
or AGED 339	Internship in Agricultural Education	
AGC 404	Foundations of Agricultural Leadership	3
AGC 407	Agricultural Publications	4
AGC 425	Multimedia Storytelling in Agriculture and Science	4
or JOUR 390	Visual Communication for the Mass Media	
AGC 426	Presentation Methods in Agricultural Communication	4
AGC 463	Senior Project	3
AGC 475	Crisis Communication in Food and Agriculture	4
BIO 111	General Biology (B2 & B3) ¹	4
or BIO 161	Introduction to Cell and Molecular Biology	
CHEM 110	World of Chemistry (B1 & B3) ¹	4
COMS 316	Intercultural Communication (GE Electives) (USCP) ¹	4
ECON 222	Macroeconomics (D2) ¹	4
ENGL 310	Corporate Communication	4
JOUR 203	News Reporting and Writing	4
JOUR 312	Public Relations	4
MATH 118	Precalculus Algebra (B4) ^{1, 2}	4
STAT 217	Introduction to Statistical Concepts and Methods (GE Electives) ¹	4
or STAT 218	Applied Statistics for the Life Sciences	

Agricultural Business and Economics

AGB 212	Agricultural Economics	4
AGB 260	Agribusiness Data Literacy	4
AGB 301	Food and Fiber Marketing	4
AGB 312	Agricultural Policy	4

Agricultural Systems Technology

BRAE 121	Agricultural Mechanics	2-3
or BRAE 141	Agricultural Machinery Safety	

Animal Science

ASCI 112	Principles of Animal Science	4
Select from the following:		
ASCI 221	Introduction to Beef Production	
ASCI 222	Systems of Swine Production	
ASCI 223	Systems of Small Ruminant Management	
ASCI 224	Equine Science	
ASCI 225	Introduction to Poultry Management	
DSCI 230	General Dairy Husbandry	

Environment and Natural Resources

BRAE 340	Irrigation Water Management (Upper-Division B) ¹	4
NR/ES 308	Fire and Society (Upper-Division D) ¹	4
or NR 323	Human Dimensions in Natural Resources Management	
SS 120	Introductory Soil Science	4
or SS 130	Soils in Environmental and Agricultural Systems	

Food Science		
FSN 230	Elements of Food Processing	4
FSN 275	Elements of Food Safety	4
Plant Science		
PLSC 120	Principles of Horticulture and Crop Science	4
Agricultural Issues		
Select from the following:		4
AG 452	Issues Affecting California Agriculture	
AGC 452	Current Trends and Issues in Agricultural Communication	
PLSC 329	Plants, Biotechnology, and the Media	
GENERAL EDUCATION (GE)		
(See GE program requirements below.)		40
FREE ELECTIVES		
Free Electives		7-8
Total units		180

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

² MATH 116 and MATH 117 substitute.

General Education (GE) Requirements

- 72 units required, 32 of which are specified in Major and/or Support.
- If any of the remaining 40 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/generalrequirementsbachelorsdegree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: A1 (Oral Communication), A2 (Written Communication), A3 (Critical Thinking), and B4 (Mathematics/Quantitative Reasoning).

Area A English Language Communication and Critical Thinking		
A1	Oral Communication	4
A2	Written Communication	4
A3	Critical Thinking	4
Area B Scientific Inquiry and Quantitative Reasoning		
B1	Physical Science (4 units in Major) ¹	0
B2	Life Science (4 units in Major) ¹	0
B3	One lab taken with either a B1 or B2 course	
B4	Mathematics/Quantitative Reasoning (4 units in Major) ¹	0
Upper-Division B (4 units in Major) ¹		0
Area C Arts and Humanities		
Lower-division courses in Area C must come from three different subject prefixes.		
C1	Arts: Arts, Cinema, Dance, Music, Theater	4

C2	Humanities: Literature, Philosophy, Languages other than English	4
Lower-Division C Elective - Select a course from either C1 or C2		4
Upper-Division C		4
Area D Social Sciences - Select courses in Area D from at least two different prefixes		
D1	American Institutions (Title 5, Section 40404 Requirement)	4
D2	Lower-Division D (4 units in Major) ¹	0
Upper-Division D (4 units in Major) ¹		0
Area E Lifelong Learning and Self-Development		
Lower-Division E		4
Area F Ethnic Studies		
F	Ethnic Studies	4
GE Electives in Areas B, C, and D		
Select courses from two different areas; may be lower-division or upper-division courses.		
GE Electives (8 units in Major) ¹		0
Total units		40

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