

AGRICULTURAL COMMUNICATIONS CURRICULUM (PR & Promotion TRACK) 2009-2010

Assigned transfer credit is accepted by the College of Agriculture. Transfer to another college may void part or all of this evaluation. Students must meet residency requirements. This is an internal check sheet; please consult the University Bulletin for the official curriculum..

Student _____ I.D. Number _____

Date given to student _____ Date given to dept. _____ Indicate double major or minors _____

- See AU Bulletin for options in University Core Curriculum

UNIVERSITY CORE REQUIREMENTS (41)			MAJOR (45 or 46)		
	ENGL 1100 English Composition I (3)			COMM 1000 Public Speaking (3)	
	ENGL 1120 English Composition II (3)			COMM 3500 Foundation of Human Communication (3)	
	ENGL 2200 World Literature I (3)			COMM 3600 Foundation of Rhetoric & Social Influence (3)	
	ENGL 2210 World Literature II (3)			JRNL 1100 Newspaper Fundamentals (3) (M)	
	MATH 1130 Pre-Calculus w/ Trig (3)			PRCM 3040 Foundations of Public Relations (3) (M)	
	BIOL 1020 Principles of Biology with lab (4)			RTVF 3300 Foundations of Mass Communication (3)	
	BIOL 1030 Organismal Biology with lab (4)			*AGEC 3010 Agricultural Marketing (3) or AGECE 4000 Prin. Of Agribusiness Management (3) (M)	
	* Core History I (3)			AGEC 4070 Agricultural Law (3) (M)	
	* Core History II (3)			AGRI 1080 Agriculture Communications and Leadership (3) (M)	
	* Core Fine Arts (3)			AGRI 4920 Internship in Ag Communications and Leadership (3) (M)	
	* Core Social Science (3)			Additional Required Courses	
	* Core Philosophy (3)			CHEM 1010 Survey of Chemistry (3) plus lab CHEM 1011 (1) or CHEM 1030 Fund of Chemistry (3) plus lab CHEM 1031 (1)	
	ECON 2020 Principles Micro Economics (3)			COMP 1000 Personal Computer Applications (2) or Comp 1AA0 Competency Test	
				Select one of the following (3 or 4)	
				ANSC 1000 Introduction to Animal Science (4)	
				POUL 1000 Introduction to Poultry Science (3)	
				Select Two of the following (6-8)	
COURSES IN PUBLIC RELATIONS/PROMOTION (total = 28)				HORT 2020 Horticulture Crop Production (4)	
	JRNL 2210 Newswriting (3)			HORT 2210 Landscape Gardening (4)	
	COMM 3110 Persuasive Discourse (3)			ENTM 2040 Insects (3)	
	PRCM 3050 Public Relations Cases (3)			PLPA 2000 Pests, Pathogens, Parasites, and People (3)	
	PRCM 4020 Style and Design in PR Messages (3)			AGRN 1000 Basic Crop Science (4)	
	PRCM 4080 Writing for Public Relations (3)			AGRN 2040 Basic Soil Science (4)	
	Select four of the following courses (13)		Elective COURSEWORK		
	AGRI 4970 Topics in Ag Comm. and leadership (1-3), ANSC 4800 Issues in Agriculture (2)		AG ELECTIVES (3-6) See suggested list		
	COMM 3450 Intercultural Communications (3), COMM 3700 Argumentative Discourse (3), COMM 4600 Political Communication (3), JRNL 2310 Reporting (3)				
	JRNL 3220 Feature Writing (3) PRCM 4040 Case Studies & Ethics in PR (3), PRCM 3270 Public Relations in the Not-For-Profit Arena (3), PRCM 3280 Social Media and Public Relations (3), PRCM 3080 International Public Relations (3)		ELECTIVES (3)		
	MKTG 3310 Principles of Marketing (3), MKTG 3410 Consumer Behavior (3) MKTG 4320 Promotion Strategy (3), MKTG 4390 Personal Selling (3) MKTG 4600 Green Marketing (3), MKTG 4400 International Marketing (3) RTVF 4350 Media Relations (3)				

TOTAL HOURS REQUIRED = 123 (Maximum of 60 hours may be transferred from Junior College; Check STARS articulation agreements).

*Course infuse computer skills.

ARTICULATION: Area I - Composition I & II – 6 Semester Hours Area III - Natural Science & Mathematics – 11 Semester Hours Area II - Humanities & Fine Arts – 12 Semester Hours Area IV - History, Social Science, Behavioral Science- 12 Semester Hours