

In Effect Fall 2010
Agricultural Communications (AGCO)

Freshman Year

Fall	Spring	Summer
ENGL 1100 English Composition I	3 ENGL 1120 English Composition II	3
Core History I	3 AGRI 1080 Ag Communication	3
MATH 1130 Pre-Cal with Trig	3 Core History II	3
COMM 1000 Public Speaking	3 Core Social Science Group I	3
BIOL 1020 Princ. Of Biology	4 BIOL 1030 Organismal Biology	4
	16	16

Sophomore Year

Fall	Spring	Summer
JRNL 1100 Newspaper Fund	3 COMM 3500 Fdn of Human Comm	3
Core Fine Arts	3 ENGL Core Literature	3
CHEM 1010 Survey of Chemistry	3 Ag Elective	3
CHEM 1011 Survey of Chem I Lab	1 Supporting Courses in track	4
ENGL Core Literature	3	
Ag Group I:		
POUL 1000 Intro to Poul Science OR		
ANSC 1000 Intro to Animal Science	3-4	
	16-17	13

Junior Year

Fall	Spring	Summer	
COMM 3600 Fdn Rhetoric&Soc Infl	3 RTVF 3300 Fdn. Mass Comm	3 AGRI 4920 Internship	3 or 6
Supporting Courses in track	3 Supporting Courses in Track	3	
COMP 1000 Computer Applications	*2 Ag Group II:		
Ag Group II:	HORT 2020 Hort Crop Prod <u>OR</u>		
HORT 2020 Hort Crop Prod <u>OR</u>	HORT 2210 Landscape Garden. <u>OR</u>		
HORT 2210 Landscape Garden. <u>OR</u>	AGRN 1000 Basic Crop Sci <u>OR</u>		
AGRN 1000 Basic Crop Sci <u>OR</u>	AGRN 2040 Basic Soil Sci <u>OR</u>		
AGRN 2040 Basic Soil Sci <u>OR</u>	ENTM 2040 Insects <u>OR</u>		
ENTM 2040 Insects <u>OR</u>	PLPA 2000 Pests, Pathogens,		
PLPA 2000 Pests, Pathogens,	Parasites and People	3-4	
Parasites and People	4 AGEC 3010 Agric. Marketing or		
ECON 2020, Princ. Microeconomics	**3 AGEC 4000 Prin. Of Agribus Mgmt	3	
(** Counts as Core Social Sci Gr II)	Core Philosophy	3	
	15	15-16	

Senior Year

Fall	Spring	Summer
PRCM 3040 Fdn of Public Relations	3 Supporting Courses in Track	9
Supporting Courses in track	9 AGEC 4070 Agricultural Law	3
Ag Elective	2 Free Elective	1-3
	14	13-15

Total Hours Required: 123

*Students will be expected to have proficiency in microcomputer applications and may take a class commensurate with level of proficiency or take Comp 1AA0 Competency Test.

Career Track Emphasis Courses

I. Radio, Television and Film (28 hours)

Required 15 hours

RTVF 2330 Live Event Production (3)
RTVF 2370 Electronic Field Production (3) or
RTVF 3380 Broadcast News writing (3)
RTVF 200 Multimedia Production (3)
RTVF 3350 Writing for Radio, TV and Film (3)
RTVF 4350 Media Relations (3)

Supporting Courses (13 hours of the following):

AGRI 4970 Topics in Ag Comm and Ldrship (3)
JRNL 2310 Reporting (3)
JRNL 3220 Feature Writing (3)
RTVF 3420 Intro to filmmaking (3)
RTVF 4310 Media and Society (3)
RTVF 4200 History of Amer. Broadcasting (3)
RTVF 4260 Media and Reality (3)
RTVF 4240 Women and Mass Media (3)
RTVF 4300 Broadcast Programming (3)
RTVF 4310 Media and Society (3)
RTVF 4330 Media Law and Reg (3)
RTVF 4410 Broadcast News Prod (3)

II. Public Relations/Promotion (28 hours)

Required 15 hours

JRNL 2210 Newswriting (3)
COMM 3110 Persuasive Discourse (3)
PRCM 3050 Public Relations Cases (3) or
PRCM 4040 (3)
PRCM 4020 Style and Design in PR Msgs (3)
PRCM 4080 Writing for Public Relations (3)

Supporting Courses (13 hours of the following):

AGRI 4970 Topics in Ag Comm and Lrdship (1-3)
ANSC 4800 Issues in Agriculture (2)
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) OR
PRCM 3050
PRCM 3270 PR in the Not-For-Profit Arena (3)
PRCM 3280 Social Media and PR (3)
PRCM 3080 International PR (3)
MKTG 3310 Princ. Of Mktg (3)
MKTG 3410 Consumer Behavior (3)
MKTG 4320 Promotional Strategy (3)
MKTG 4390 Personal Selling (3)
MKTG 4600 Green Marketing (3)
MKTG 4400 International Marketing (3)
RTVF 4350 Media Relations (3)

III. Communication (28 hours)

Required 12 hours

COMM 2010 Message Prep & Analysis (3)
COMM 2400 Comm. In Organizations (3)
COMM 2410 Small Group Comm (3)
COMM 3100 Speaking Before Audiences (3)

Supporting Courses (16 hours of the following):

AGRI 4970 Topics in Ag Comm and Lrdship (1-3)
ANSC 4800 Issues in Agriculture (2)
JRNL 2310 Reporting (3)
JRNL 3220 Feature Writing (3)
RTVF 4210 Pop Culture and Mass Comm (3)
RTVF 4330 Media Law and Regulation (3)
COMM 3110 Persuasive Discourse (3)
COMM 3450 Intercultural Comm(3)
COMM 3700 Argumentative Discourse (3)
COMM 4100 Comm Strat Soc Mvmts (3)
COMM 4410 Theories of Leadership (3)

IV. Journalism (28 hours)

Required 16 hours

JRNL 2210 Newswriting (3)
JRNL 2910 Practicum in Journalism (1)
JRNL 2310 Reporting (3)
JRNL 3220 Feature Writing (3)
JRNL 3210 Photo Journalism (3)
JRNL 3470 Newspaper Editing/Design (3)

Supporting Courses (12 hours of the following):

AGRI 4970 Topics in Ag Comm and Lrdship (1-3)
JRNL 4230 Advanced Reporting (3)
JRNL 4320 Newspaper Management (3)
JRNL 3340 Senior Seminar (3)
JRNL 4460 Press Law and Ethics (3)
JRNL 4470 Advanced Feature Writing (3)
JRNL 4480 Advanced Publication Design (3)
JRNL 4970 Spec Topics in Journalism (3)
RTVF 3350 Wrtnng for Radio, TV & Flim (3)
RTVF 3380 Broadcast News (3)
RTVF 2340 Radio Production (3)
RTVF 2370 Electronic Field Production (3)
RTVF 2800 Multimedia Production (3)