

AGRICULTURAL COMMUNICATION

The interdisciplinary Agricultural Communication program is designed to equip students to effectively convey information about agriculture, food, and natural resources utilizing multiple outlets. This program blends coursework in broadcasting, business, communication, and agricultural sciences to prepare students for careers in media, marketing, public outreach, content creation, or community engagement. Graduates will be prepared to work for agricultural organizations, government agencies, media outlets, non-profit organizations, businesses or to start their own communication-related business.

Required Program of Study for Associate of Applied Science Degree (2 years)

FIRST YEAR

Course	Credits
BRDC 1010 Introduction to Mass Media	3
JOUR 1200 Writing for Print and Digital Media	3
AGRI 1105 Issues in Agriculture	1
AGRI 1500 Microcomputer Apps in Ag*	3
CINE 1700 Post Production I	3
ENGL 1010 English Composition I*	3
	<u>16</u>

Course	Credits
AGRI 1005 Precision Agriculture Systems	3
AGRI 1410 Intro to Ag Economics*	3
COMM 1110 Public Speaking*	3
AGRI 1310 Agricultural Marketing System OR BSAD 2520 Principles of Marketing.....	3
MATH 2170 Applied Statistics*	3
	<u>15</u>

Course	Credits
Select one of the following options:	3-4
AGRI 1300 Cooperative Internship I,	3
AGRI 2020 Crops and Irrigation (<i>online</i>),	3
AGRI 2040 Livestock Production I	3
AGRI 1115 Issues in Agriculture II & (<i>pre-requisite to AGRI 2115 must be taken in proceeding semester</i>)	
AGRI 2115 Global Opportunities in Agricultural Leadership	4

SECOND YEAR

Course	Credits
CINE 1000 Camera and Lighting I	2
CINE 1010 Camera and Lighting I Lab	1
Select one of the following options:	4
AGRI 1131 & AGRI 1132 Plant Science & Lab, AGRI 1030 & AGRI 1040 Soil Science & Lab, HORT 1010 Horticulture Science	
AGRI 1010 Animal Science	3
AGRI 1340 Animal Science Lab	1
AGRI 1600 Drone Operations	1
AGRI 1610 Drone Operations Lab	1
	<u>13</u>

Course	Credits
AGRI 1420 Interpersonal Skills*	3
BSAD 2530 Advanced Marketing.....	3
AGRI 2880 Principles of Ag Selling OR BSAD 2130 Salesmanship	2-3
AGRI 2890 Agriculture Capstone Experience	1
Program Elective(s)*	4-6
	<u>13-16</u>

Total Credit Hours 60-64

*Course fulfills a general education requirement for Northeast Community College. See general education requirements.

**See advisor for assistance choosing elective(s).

***Work with your advisor to choose the internship option that best fits your goals.

**Recommended electives: AGRI, HORT, BRDC, CINE, AUDR, GCAD, BSAD, INFO or Natural Science classes.