Agricultural Communications and Journalism - BS

Curriculum in Agricultural Communications and Journalism is administered by the Department of Agricultural Leadership, Education, and Communications. Graduates are employed by agricultural businesses, industries and associations; by agriculture-related organizations; by government agencies at all levels; and by all types of communication media: magazines, the Internet, television and radio stations, newspapers, and public relations and advertising agencies.

Students who wish to develop specific career plans may do so in consultation with their Agricultural Communications and Journalism advisor. With approval of the advisor and the dean’s office, substitutions may be made in the required scientific and technical agriculture courses to help meet the student’s goals.

Students are expected to be proficient in the use of computer keyboards for writing.

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
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<tbody>
<tr>
<td>AGCJ 105</td>
<td>Introduction to Agricultural Communications</td>
<td>3</td>
</tr>
<tr>
<td>AGCJ 281</td>
<td>Journalism Concepts for Agriculture</td>
<td>3</td>
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<tr>
<td>AGCJ 307</td>
<td>Design for Agricultural Media</td>
<td>3</td>
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<tr>
<td>AGCJ 312</td>
<td>Editing for Agricultural Audiences</td>
<td>3</td>
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<tr>
<td>AGCJ 313</td>
<td>Agricultural Media Writing I</td>
<td>3</td>
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<tr>
<td>AGCJ 314</td>
<td>Agricultural Media Writing II</td>
<td>3</td>
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<tr>
<td>AGCJ 481</td>
<td>Senior Seminar</td>
<td>3</td>
</tr>
</tbody>
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Agricultural Communications and Journalism Core electives 6

Select two of the following:
- AGCJ 305 Theory and Practice of Agricultural Publishing
- AGCJ 306 Theory and Practice of Agricultural Public Relations
- AGCJ 308 Agricultural Photography
- AGCJ 366 Radio Broadcasting
- AGCJ 380 Workshop in Agricultural Communications and Journalism

Agricultural Communications and Journalism Professional Skills 9

Select three of the following:
- AGCJ 404 Communicating Agricultural Information to the Public
- AGCJ 405 Agricultural Publications Production
- AGCJ 406 Agricultural Public Relations Methods
- AGCJ 407 Web Authoring in Agricultural Communication
- AGCJ 409 Television Production for Agricultural Journalists
- AGCJ 413 Emerging Media in Agriculture
- AGCJ 466 Advanced Radio Broadcasting
- AGCJ 485 Directed Studies
- AGCJ 494 Internship

Agricultural business directed elective 3

Select one of the following:
- AGEC 105 Introduction to Agricultural Economics
- AGEC 314 Marketing Agricultural and Food Products
- AGEC 315 Food and Agricultural Sales
- AGEC 340 Agribusiness Management

Animal science directed elective 3

Select one of the following:
- ANSC 107 General Animal Science
- ANSC 108 General Animal Science
- DASC 202 Dairying
- ENTO 201 General Entomology
- ENTO 208 Veterinary Entomology
- POSC 201 General Avian Science
- WFSC 301 Wildlife and the Changing Environment
- WFSC 304 Wildlife and Fisheries Conservation

Plant science directed elective 3

Select one of the following:
- SCSC 105 World Food and Fiber Crops
- SCSC 302 Recreational Turf
- HORT 301 Garden Science
- PLPA 301 Plant Pathology
- ESSM 203 Forest Trees of North America
- ESSM 301 Wildland Watershed Management
- ESSM 302 Wildland Plants of North America
- ESSM 314 Principles of Rangeland Management Around the World

Human performance directed elective 3

Select one of the following:
- ALED 340 Survey of Leadership Theory
- ALED 440 Leading Change
- NUTR 202 Fundamentals of Human Nutrition
- NUTR 430 Community Nutrition
- FSTC 201 Food Science

Agricultural electives 1 16

General electives 1 14

American history electives (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) 6

POL 206 American National Government 3

POL 207 State and Local Government 3

Communication electives (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#communication) 6
Creative arts elective (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts) 3

Language, philosophy and culture elective (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) 3

Life and physical sciences electives (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences) 9

Mathematics electives (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#mathematics) 6

Select one course from the following: 3

AGCJ 411  Audience and Communications
Research Methods

STAT 201-STAT 225 (http://catalog.tamu.edu/graduate/course-descriptions/stat)

STAT 301-STAT 415 (http://catalog.tamu.edu/graduate/course-descriptions/stat)

Total Semester Credit Hours 120

1 All agricultural electives will be used to develop a cohesive career emphasis and are to be selected in consultation with an advisor.

The Graduation requirements include a requirement for 6 hours of international and cultural diversity courses. A course satisfying a Core category, a college/department requirement, or a free elective can be used to satisfy this requirement.