

## AGRICULTURAL COMMUNICATION

Agricultural Communication is one of four programs in the Department of Communication. This course of study is for students who have strong interest in both agriculture and communication. Our graduates work as communication specialists for a variety of agribusinesses. Students might work for a livestock or grain association, as an editor of a specialized publication, or as the advocate for a farming or ranching organization.

### Why Choose a Major in the Department of Communication?

Our programs are designed to meet the needs and interests of today's students. We provide:

- **More time to explore your interests.** The introductory courses are the same for all four of our majors, making it possible to switch between our programs without extending your graduation timeline.
- **Personalized guidance on choosing a career.** Our Majors and Careers in Communication course helps you meet others in your major, learn more about possible careers, and navigate the program with your professional goals in mind.
- **Hands-on learning.** You'll have multiple ways to apply what you are learning through course projects, consulting for local organizations, and participating in national competitions.
- **Built-in communities.** You can connect with other students by joining any of the eight student organizations affiliated with our majors.
- **Field experience.** Our internship coordinator helps you acquire professional experience and a stronger sense of your future career.

### Agricultural Communication Major

The agricultural communication major combines the resources and expertise of two units, communication and agriculture, to produce trained communicators who can explain science, technologies, and complex agricultural issues to diverse audiences. Students will complete an applied capstone course in their final semester. Students majoring in agricultural communication may earn a Bachelor of Science degree (includes an approved minor in an agriculture program) or a Bachelor of Arts degree (includes a modern language proficiency).

### Admission to the Major

Students complete 18 credits of Pre-Communication courses with a minimum 3.00 GPA to be admitted to the professional program in agricultural communication. These courses include COMM 110, COMM 112, COMM 114, COMM 212, COMM 220, and ENGL 120.

### Internship Requirement

Internships offer practical experience for agricultural communication students. Three credits (120 hours) of field experience are required for the major, and many students complete more than one internship. Students have interned with agricultural administrators, private agencies and firms, and governmental officials, among others. Internships often lead to jobs.

### Career Opportunities

Coursework in the agricultural communication major prepares students for careers in agricultural and scientific industries, agencies and operations that include scientific writing, agricultural promotion and consulting, and agricultural planning and assessment. The coursework emphasizes written and oral communication skills and prepares students to communicate in meaningful and effective ways to a variety of audiences.

### Extra-Curricular Activities

Students majoring in agricultural communication are encouraged to be active members of Agricultural Communicators of Tomorrow and/or the Saddle and Sirolo Club. They may also be interested in joining Advertising Club or the department's chapter of the Public Relations Student Society of America (PRSSA). NDSU has two honoraries for top students majoring in a degree program offered by the Department of Communication. Pi Kappa Delta is a national honor fraternity for students involved in human communication activities. Lambda Pi Eta is a national honorary for communication majors with high academic achievement.

### High School Preparation

A well-rounded high school education with experiences in high school music, forensics, theatre, journalism, FFA, or scouting serves as good preparation for the major in agricultural communication. Students with interests in science and art, business and service, and publicity and promotion will find a major in this department to be a good fit.

### Scholarships

The Department of Communication awards a number of scholarships to students who excel in academics and who have demonstrated career potential. Applications are due by March 1. Visit the department website for information.

### The Faculty

Faculty members in the Department of Communication are dedicated teachers, scholars, and practitioners who are committed to providing high-quality courses, hands-on learning experiences, and opportunities for undergraduate research. We encourage students who want to learn more about our faculty to reach out via email or schedule an appointment via Navigate.

## Agricultural Communication Plan of Study

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

First Year			
Fall	Credits	Spring	Credits
COMM 101 Majors and Careers in Communication	1	COMM 110 Fundamentals of Public Speaking	3
COMM 112 Understanding Media and Social Change	3	COMM 133 Introduction to Agricultural Communication	3
COMM 114 Human Communication	3	ENGL 120 College Composition II	3
ENGL 110 (or placement into ENGL 120) College Comp I	4	Gen Ed Humanities & Fine Arts	3
Gen Ed Quantitative Reasoning	3	Gen Ed Science & Technology	3
Gen Ed Wellness	2	Gen Ed Science & Technology Lab	1
	<b>16</b>		<b>16</b>
Second Year			
Fall	Credits	Spring	Credits
COMM 212 Interpersonal Communication	3	COMM 200 Introduction to Media Writing	3
COMM 220 Persuasion	3	COMM 320 Communication Research Methods	3
Minor or Language Coursework	3	Minor or Language Coursework	3
Gen Ed Global Perspectives	3	Gen Ed Humanities & Fine Arts	3
Gen Ed Science & Technology	3	Gen Ed Science & Technology	3
	<b>15</b>		<b>15</b>
Third Year			
Fall	Credits	Spring	Credits
COMM 310 Advanced Media Writing	3	COMM 362 Principles of Design For Media	3
COMM 496 Field Experience	3	Major Elective	3
Major Elective	3	Major Elective	3
Minor or Language Coursework	3	Minor or Language Coursework	3
Gen Ed Upper Division Writing	3	AHSS Requirement	3
	<b>15</b>		<b>15</b>
Fourth Year			
Fall	Credits	Spring	Credits
COMM 431 Communication Ethics and Law	3	COMM 465 Convergence Media	3
Major Elective	3	Major Elective	3
Minor or Language Coursework	3	Minor or Language Coursework	3
AHSS Requirement	3	AHSS Requirement	3
Additional Coursework or Internship	3	Additional Coursework May Be Required to Reach 120 Credits	1
	<b>15</b>		<b>13</b>
<b>Total Credits: 120</b>			

View NDSU equivalencies of transfer courses at: [www.ndsu.edu/transfer/equivalencies](http://www.ndsu.edu/transfer/equivalencies)

### For Further Information

**MAILING ADDRESS:** Communication | NDSU Dept 2310 | PO Box 6050 | Fargo, ND 58108-6050  
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**DEPT PHONE:** (701) 231-7705  
**DEPT WEBSITE:** [www.ndsu.edu/communication/](http://www.ndsu.edu/communication/)