



AGRICULTURAL COMMUNICATION

OVERVIEW

Agricultural communication is one of four programs in the Department of Communication. This course of study is for students who have strong interests in both agriculture and communication. 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 choose communication at NDSU for many reasons:

- **More time to explore your interests-** Your first year is used to explore your options, making it possible to switch between four different communication majors.
- **Guidance on choosing a career-** In COMM 101: Majors and Careers in Communication, you will meet others in your major, learn more about possible careers and find campus resources that help you achieve your professional goals.
- **Hands-on learning-** You will 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, while building your resume, through the many student organizations affiliated with the communication department.

- **Professional experience-** We help you find and benefit from internships in your field through our relationships with local and regional employers. Internships often lead to full-time jobs.

Students majoring in Agricultural Communication are encouraged to be active members of Agribusiness Club, Agricultural Communicators of Tomorrow, Sigma Alpha Professional Agricultural Sorority and/or the Saddle and Sirloin Club. They may also be interested in joining AD Club or the department's chapter of the Public Relations Student Society of America (PRSSA).

CAREER OUTCOMES



» In 2022, graduates from NDSU had a 93% success rate, meaning 72% reported being employed and 21% of graduates are continuing their education within 6 months of graduating. For detailed career outcomes by specific program, visit career-advising.ndsu.edu/career-outcomes-report

CAREER PATHS

WHERE COULD I GO AFTER GRADUATION?

DEGREE TYPE

Major, Minor

On Campus

- Account Executive/Sales Representative
- Advertising Sales
- Agricultural Development Program Coordinator
- Agricultural Marketing and Industry Relations Specialist
- Agricultural Commodities Marketing Specialist
- Agricultural Information Specialist
- Agriculture Magazine Reporter
- Agriculture News Reporter
- College Instructor
- Congressional District Aide
- Director of Communications
- Extension Agent
- News Editor
- Press Secretary
- Rural Development Program Specialist
- Technical Writer



ACCREDITATION

NDSU is accredited by the Higher Learning Commission (HLC), also known as regional accreditation, which provides assurance to current and prospective students and their stakeholders that credits degrees earned from NDSU meet quality standards of higher education. Learn more: www.ndsu.edu/accreditation

SAMPLE COURSES

IMPORTANT DISCLAIMER: A Sample Program Guide provides an unofficial guide of program requirements and should be used by prospective students who are considering attending NDSU in the future. It is NOT an official curriculum and should NOT be used by current NDSU students for official degree planning purposes. Note that the official curriculum used by current NDSU students can vary from the Sample Program Guide due to a variety of factors such as, but not limited to, start year, education goals, transfer credit and course availability. To ensure proper program completion, enrolled students should utilize Degree Map and Schedule Planner in Campus Connection and consult regularly with their academic advisor.

FIRST YEAR Majors and Careers in Communication; Understanding Media and Social Change; Human Communication; College Composition 1 & 2; Gen Ed: Quantitative Reasoning; Gen Ed: Wellness; Fundamentals of Public Speaking; Introduction to Agricultural Communication; Gen Ed: Humanities & Fine Arts; Gen Ed: Science & Technology with Lab

SECOND YEAR Interpersonal Communication; Persuasion; Introduction to Media Writing; Communication Research Methods; Minor Credits; Gen Ed: Global Perspectives; Gen Ed: Humanities & Fine Arts; Gen Ed: Science & Technology

THIRD YEAR Advanced Media Writing; Field Experience; Principles of Design for Media; Major Electives; Minor Credits; Upper Division Writing; College of AHSS Requirements

FOURTH YEAR Communication Ethics and Law; Convergence Media; Major Electives; Minor Credits; College of AHSS Requirements; Additional Coursework or Internship to Reach 120 Credits



VIEW
OFFICIAL
CURRICULUM
GUIDE



VIEW
NDSU
TRANSFER
EQUIVALENCIES

Location: Minard Hall 338

701.231.7705