

Graduate Agricultural Communication

ACOM 5086. Problems in Agricultural Communications. 1-6 Credit Hours (Lecture: 0 Hours, Lab: 0 Hours).

Studies related to agricultural communications, extension, service and development, international programs, and policies affecting agriculture. Maximum number of credits for this course is 9. Prerequisite: Approval of the instructor.

ACOM 5300. Career Readiness for Agricultural Leadership. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

This course provides the focused development and hands-on application of soft skills needed to become a leader in agricultural and natural resources industries, which include government-related, for-profit business, or not-for-profit commodity groups. Discussion of leadership theory as well as targeting the improvement of interpersonal skills, professionalism, emotional intelligence and its importance in agricultural industries, and understanding biases and the role they play within agriculture, its niche groups, and audiences outside of agriculture and natural resources. Cannot take for graduate credit if taken as ACOM 4300.

ACOM 5310. Theory of Agricultural Communication. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

The course is a study of major communication theories and theorists in the context of agricultural communications. Specifically designed to teach communication theory and concepts and research processes as they apply to important agricultural/natural resource issues. The major objective of the course is to enhance students' ability to think critically and develop effective strategies and tactics that draw on the theoretical frameworks and methodologies most central to the communication process for agricultural communications professionals. The course will review current mass and social media news stories along with relevant communication products to drive class discussion, a group project, and additional assignments.

ACOM 5341. Agricultural Communication Study Away. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

Agriculture and natural resources study away with exposure to a wide array of agricultural production operations and crops, professional networking opportunities, and real-world exposure to changes occurring in the industry by attending a professional conference dedicated to agricultural and natural resources communication. Prerequisite: Instructor approval.

ACOM 5342. Study Abroad in Agricultural Communications. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

Agriculture and natural resources travel course emphasizing photography, advanced composition techniques, global issues and production practices, and exposure to cultural and agricultural sites from a photographic perspective. Locations will include livestock, wildlife, event, and portrait photography as they relate to the field of agriculture and natural resources.

ACOM 5360. Advanced Electronic Field Production for Agricultural Communications. 3 Credit Hours (Lecture: 2 Hours, Lab: 2 Hours).

Advanced experience in agricultural television field production and electronic news gathering. Students will master video production skills such as script writing, storyboarding, camera operation, and video editing in an agricultural setting. Students will act as executive producers working with undergraduates enrolled in ACOM 4350.

ACOM 5390. Special Topics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

Covers advanced selected topics in Agricultural Communications. May be repeated for credit when topics vary.