

Undergraduate Agricultural Communications Courses

ACOM 1110. Introduction to Agricultural Communication. 1 Credit Hour (Lecture: 1 Hour, Lab: 0 Hours).

Focuses on the fundamentals of agricultural news writing and other communication methods. Students will learn about the history and practice of agricultural communication, the role of the media in agriculture and related fields, and careers.

ACOM 2301. Digital Photography Techniques for Agriculture. 3 Credit Hours (Lecture: 2 Hours, Lab: 2 Hours).

This course focuses on the fundamentals of Digital Photography and image editing in an agricultural setting. Topics will include livestock, wildlife, event, and portrait photography as they relate to the field of agriculture.

ACOM 2307. Graphic Design and Layout for Agricultural Publications. 3 Credit Hours (Lecture: 2 Hours, Lab: 2 Hours).

Fundamentals of layout and design as applied to agricultural publications, such as brochures, newsletters, magazine and advertising layouts, and social media. Practical application of design principles, typography, desktop-publishing software and printing practices.

ACOM 2309. Scientific Communications in Agriculture and Natural Resources. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

Concepts of writing scientific information for various audiences about agriculture and natural resources. Course will introduce the fundamentals of issue identification, research skills, and storytelling of topics in agriculture and natural resources using print and digital formats. Development of expert and research sources, press releases, feature stories, and other written documents needed to share information about agriculture and natural resources. Prerequisites: ENGL 1301 and ENGL 1302 or instructor approval.

ACOM 3310. Podcasting for Audiences in Agriculture and Natural Resources. 3 Credit Hours (Lecture: 2 Hours, Lab: 2 Hours).

Development and production of a podcast for audiences interested in agriculture and natural resources. Includes storytelling, topic identification, sound gathering using sound gear in a studio or in the field, interviewing, script writing, audio editing, and developing their "voice" as students create an informative podcast episode regarding a topic in agriculture and natural resources.

ACOM 3314. Writing and Editing for Agricultural Publications. 3 Credit Hours (Lecture: 3 Hours, Lab: 1 Hour). [WI (<http://catalog.tarleton.edu/academicaffairs/>)]

Writing and editing in agricultural industries and publications. Writing agricultural articles, tightening copy, editing, copy reading, writing headlines, writing photo captions.

ACOM 3321. Communicating Agriculture to the Public. 3 Credit Hours (Lecture: 3 Hours, Lab: 3 Hours). [WI (<http://catalog.tarleton.edu/academicaffairs/>)]

This course is an application of public relations writing and skills in an agricultural context. Agricultural organizations can be government-related, for-profit business, or not-for-profit commodity groups. Whatever the organization classification, they must communicate internally, among each other, and to a larger audience. This course will equip you with an understanding of public relations and help develop necessary skills to be successful communicators for the industry.

ACOM 3325. New Media in Agriculture and Natural Resources. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

This course focuses on the fundamentals of using digital online media for agriculture and natural resources—including but not limited to: social media, customer relationship management software, digital asset management software and email marketing. Practical application of theory and skills related to design, management and evaluation of digital and online media.

ACOM 3330. Website Design in Agricultural Communication. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

This course promotes a basic understanding of Web design principles and experiential learning through a project requiring students to develop a website for a client in the agriculture and natural resources industries.

ACOM 4086. Problems in Agricultural Communications. 1-4 Credit Hours (Lecture: 1-4 Hours, Lab: 0 Hours).

Individualized study of current topics in student's major concentration of study or supporting discipline. Specific content and credit dependent upon students' interest, needs, and depth of study. Maximum undergraduate credit, four semester hours. Prerequisite: Senior classification and advanced approval by academic advisor.

ACOM 4300. 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. Prerequisite: AGRI 1419.

ACOM 4305. Publication Development in Agricultural Communication. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

This course provides directed experience in the development of a commercial agricultural publication. Students will master public relations writing style, interviewing and photography skills, and sponsorship sales techniques in an agricultural context.

ACOM 4315. Campaigns and Events in Agriculture and Natural Resources. 3 Credit Hours (Lecture: 3 Hours, Lab: 2 Hours).

Provides directed experience in the development of communication campaigns, promotional activities, and hosting of agricultural and environmental events, including risk assessment and management. Includes the development of planning, materials, budget, insurance, and venue contracts after completion of agricultural facility analyses to troubleshoot and resolve obstacles. Prerequisite: AGRI 1419.

ACOM 4320. Advanced Technology in Agricultural Communication. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

A survey of various topics, trends, technologies, and best practices in the field of Agricultural Communication. Students will work both independently and in teams to apply critical thinking and creative problem solving skills to address real-world challenges.

ACOM 4325. Agricultural Media Convergence. 3 Credit Hours (Lecture: 2 Hours, Lab: 2 Hours).

Practical application of theory and skills related to the design, planning, management, and delivery of agricultural events through digital and online media.

ACOM 4341. 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 4342. Study Abroad in Agricultural Communications. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

Agricultural 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. Prerequisite: Junior or Senior classification or instructor approval.

ACOM 4350. Electronic Field Production for Agricultural Communications. 3 Credit Hours (Lecture: 2 Hours, Lab: 2 Hours).

This course provides directed 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.

ACOM 4390. Special Topics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).

Selected topics in Agricultural Communication. May be repeated for credit when topics vary.

ACOM 4684. Internship. 6 Credit Hours (Lecture: 0 Hours, Lab: 16 Hours).

Pre-approved and supervised work experience in an administrative systems-related position with a public or private business organization. Prerequisites: Junior classification and approval of department head. Field experience fee \$50.