



DISCOVER

University of Kentucky • College of Agriculture

Agricultural Communications

Agricultural Education, Communications, and Leadership

UK

Bachelor of Science in Agricultural Education,
Communications, and Leadership
Effective January 1, 2001

Electronic media, newspapers, magazines, web sites; livestock, gardening, farm management, food science. If you blend a talent for journalism, communications, or public relations with an interest in agriculture, you should consider a major in agricultural communications. This major is for those who want to have the skills of an agriculturist and also the competency of a professional communicator. Our graduates are ready to tell agriculture's story.

By selecting courses across two departments in the College of Agriculture, and then choosing specialized course work in communications, journalism, and complementary areas, you will be assured of having both the broad background and specific skills necessary for diversified career opportunities. You will design your own plan of study in consultation with your advisor.

Career Opportunities

Agricultural communicators are qualified to hold a variety of positions in a wide array of traditional and contemporary media, including: writers for state, regional, and national farm publications; farm broadcasters; newspaper reporters; public relations experts and spokespersons with agribusiness firms; web site designers; and information staff members for government agricultural agencies and land-grant colleges.

Graduation Requirements

To earn a Bachelor of Science degree in Agricultural Education, Communications, and Leadership with an option in Agricultural Communications, you must complete a minimum of 128 semester hours with at least 48 hours from courses at the 300 level and above. A 2.0 grade point standing (on a 4.0 scale) is necessary and remedial courses cannot be counted toward the total hours required for the degree. In addition to University Studies Program requirements, you must satisfy college, core, program, specialty support, and elective requirements.

University Studies Program (USP) Requirements

Courses specifically listed in the University Studies outline may also satisfy college, core, program, or specialty support requirements.

I. Basic Skills

A. Mathematics

Completed by one of the following:

1. A score ≥ 26 on mathematics section of ACT **or**
2. A bypass examination **or**
3. MA 109 – College Algebra **or**
4. Any calculus course (satisfies section II-A requirement)

B. Foreign Language

Completed by one of the following:

1. Two years of the same foreign language in high school **or**
2. Two courses from an approved USP sequence

II. Inference and Communicative Skills

A. Inference

1. Any calculus course **or**
2. STA 200— Statistics: A Force in Human Judgment **and**
PHI 120— Introductory Logic **or**
PHI 320— Symbolic Logic I

B. University Writing

Completed by one of the following:

1. ENG 101/102— Writing I and II **or**
2. Students who score ≥ 29 on English section of ACT and who pass an English proficiency examination may satisfy this requirement by passing ENG 105 – Writing: An Accelerated Course.

C. Communication

*Three hours from an approved list. **

* Students who begin their first academic year in the College of Agriculture will satisfy this requirement with GEN 100 and GEN 200 (under College Requirements).

III. Disciplinary Requirements

A. Natural Sciences

Six hours from the approved list. (PLS 104 and ENT 110 are recommended.)

B. Social Sciences

*AEC 101 – The Economics of Food and Agriculture **and**
RSO 102 – The Dynamics of Rural Social Life are required.*

C. Humanities

*Six hours from an approved sequence.
(HIS 106/107 are recommended)*

IV. Cross-Disciplinary Requirements

*Six hours from an approved sequence.
(COM 325 and SOC 342 are recommended.)*

V. Cross-Cultural Requirement

Three hours from the approved list.

College Requirements:

A. General Requirements

These courses are also included in the core requirements listed below.

GEN 100— Issues in Agriculture: The Development of Modern Agriculture

GEN 200— Issues in Agriculture: Contemporary Problems in Agriculture*

* If you transfer into the College of Agriculture after completing your first academic year in another UK major or at another university, you are required to take only GEN 200.

B. Business or Technical Writing

ENG 203— Writing for Business and Industry **or**

ENG 204— Technical Writing

C. Complete a proposed plan of study for third and fourth years.

Core Requirements: 24 hours

GEN 100 – Issues in Agriculture: The Development of Modern Agriculture	3
GEN 200 – Issues in Agriculture: Contemporary Problems in Agriculture	3
ACE 302 – Leadership Studies	3
ACE 320 – Survey of Ag/Consumer Media	3
ACE 362 – Practicum in Agricultural Communications	3
ACE 501 – Principles of Cooperative Extension	3
AEC 101 – The Economics of Food and Agriculture	3
RSO 102 – The Dynamics of Rural Social Life	3

Agricultural Communications Program Requirements: 24 hours

AGC 400 – Ag Communications Campaigns	3
ACE 490 – Senior Seminar in Ag Communications	3
JOU 101 – Introduction to Journalism	3
JOU 204 – Writing for the Mass Media	3
JOU 301 – News Reporting	3
JOU 485 – Community Journalism	3
COM/SOC 249 – Mass Media/ Mass Culture	3
COM/SOC/EDC 449 – Social Processes/ Effects of Mass Communication	3

Specialty Support Requirements: 24 hours

During your second year you are required to consult with your advisor to develop a **Plan of Study** that details the course work you will take during your third and fourth years. Your plan must include at least 12 hours of communications, journalism, and related/complementary courses (such as marketing from the College of Business and Economics, or the psychology of business and industry) and at least 12 hours of agriculture courses (beyond those already required for the College and in the core). An internship is strongly recommended.

Your Plan of Study must be approved by the Agricultural Communications undergraduate curriculum committee.

Electives

Electives should be selected to complete the 128 hours required for graduation.

Suggested Schedule

If you enroll at UK during your first semester, you may follow this suggested schedule. **Use this schedule only as a guide**, since schedules will vary if you have previously attended another college, if you have earned credit by examination or via a high school advanced placement course, or if you are not starting in the fall semester. Your faculty advisor will assist you in course selection and career planning.

This schedule assumes that you have completed the foreign language component of the University Studies Program (USP) in high school.

First Year

Fall Semester (15 hours)

ENG 101	3
AEC 101	3
MA 109	3
RSO 102	3
JOU 101	3

Spring Semester (15 hours)

ENG 102	3
GEN 100	3
STA 200	3
USP Cross-Cultural	3
USP Natural Sciences	3

Second Year

Fall Semester (15 hours)

ACE 320	3
JOU 204	3
USP Natural Sciences	3
USP Humanities	3
PHI 120	3

Spring Semester (15 hours)

GEN 200	3
USP Humanities	3
ENG 203	3
COM/SOC 249	3
USP Cross-Disciplinary	3

Third Year

Fall Semester (18 hours)

USP Cross-Disciplinary	3
ACE 302	3
JOU 301	3
Specialty Support	6
Elective	3

Spring Semester (18 hours)

ACE 362	3
AGC 400	3
Specialty Support	9
COM/SOC 449	3

Fourth Year

Fall Semester (18 hours)

ACE 490	3
ACE 501	3
JOU 485	3
Specialty Support	6
Internship	3

Spring Semester (14 hours)

Specialty Support	6
Electives	8

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