

# Agricultural Communications (ACOM)

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## Courses

### **ACOM 21403. Introduction to Agricultural Communications and Leadership. 3 Hours.**

A survey of agricultural communications and leadership theories and practices for students in the ACOM and AGLE concentrations and minors and anyone seeking a basic understanding of these disciplines. The course provides an overview of the history, philosophy, and theories of the disciplines and introduces students to career options, skills and practical competencies required of agricultural communicators and leaders. (Typically offered: Fall)

This course is cross-listed with AGLE 21403.

### **ACOM 31403. Communicating Agriculture to the Public. 3 Hours.**

An overview of public communications theory and practices in the agricultural, food, and life sciences with a particular focus on technical writing, public relations and media relations writing, campaign planning, public speaking, and various mass media communication techniques, including print, broadcast, electronic, and social media. (Typically offered: Fall, Spring and Summer)

### **ACOM 314H3. Honors Communicating Agriculture to the Public. 3 Hours.**

An overview of public communications theory and practices in the agricultural, food, and life sciences with a particular focus on technical writing, public relations and media relations writing, campaign planning, public speaking, and various mass media communication techniques, including print, broadcast, electronic, and social media. Prerequisite: Honors standing. (Typically offered: Fall, Spring and Summer)

This course is equivalent to ACOM 31403.

### **ACOM 32403. Ag Reporting and Feature Writing. 3 Hours.**

This course will provide students an exposure to writing, interviewing, and editing news on agricultural issues in agricultural industry publications. Students will gain practical experience with journalistic interviewing, news writing, feature writing, digital photography, and writing for broadcast on agricultural issues. This course is designed for students with at least six hours of upper division courses. Pre- or Corequisite: JOUR 10303 and lab component. (Typically offered: Fall Odd Years)

### **ACOM 39403. Professional Development in Agricultural Communications and Leadership. 3 Hours.**

Overview of professional and technical skills needed to succeed in internships and jobs in the field of agricultural communications. (Typically offered: Fall Even Years)

This course is cross-listed with AGLE 39403.

### **ACOM 4000V. Special Problems in Agricultural Communications. 1-6 Hour.**

Individual study or research for advanced undergraduates in the field of agricultural communication. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

This course is cross-listed with AGED 4000V, AGLE 4000V.

### **ACOM 4010V. Special Topics. 1-4 Hour.**

Studies of selected topics in agricultural communications not covered in other courses. (Typically offered: Irregular) May be repeated for up to 4 hours of degree credit.

### **ACOM 41403. Electronic Communications in Agriculture. 3 Hours.**

An overview of communication technology in the agricultural, food and life sciences. (Typically offered: Spring Even Years)

### **ACOM 42403. Graphic Design in AFLS. 3 Hours.**

This course provides students with graphic design and software skills specific to industries in Agriculture, Food, and Life Sciences. Students will learn to use industry-standard software (InDesign, Photoshop, Illustrator, Microsoft Excel, etc.) to prepare text and graphics and package them for use in print production. Prerequisite: ASTM 29003 or ISYS 11203 or equivalent. (Typically offered: Fall, Spring and Summer)

### **ACOM 43403. Communication Campaigns in Agriculture. 3 Hours.**

Students will develop understanding of the principles, practices and applications of social marketing, integrated marketing communications, advertising and public relations as they pertain to developing communication campaign strategies for the agricultural industry. Students will develop a communication campaign for an agricultural company and/or entity focused on a specific product or service. Prerequisite: Junior standing or higher, ACOM 42403, ACOM 32403, ACOM 31403, and (ACOM 21403 or AGLE 21403), or instructor permission. (Typically offered: Spring Odd Years)

### **ACOM 45403. Ag Publications. 3 Hours.**

Students produce a magazine through classroom study mirroring a professional magazine staff and are provided an opportunity for their writing, advertisements, photographs and artwork to be published in the magazine. By using computer applications, students integrate various skills including writing, editing and layout in agricultural publications. Prerequisite: JOUR 10303. (Typically offered: Spring Even Years)

### **ACOM 46403. Agricultural Video Production. 3 Hours.**

The goal of this course is for students to develop a practical understanding of video production with an emphasis on short-form videos commonly used in education and marketing in the agricultural, food and life sciences industry. The course content covers both theory and practical application and will include training with industry-standard video equipment and editing software. (Typically offered: Spring Even Years)

### **ACOM 4750V. Internship in Ag Communications. 1-6 Hour.**

A supervised practical work experience in ag communications which is designed to give the student an insight into the role of ag communications employees and an opportunity to gain professional competence in this area. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

This course is cross-listed with AGLE 4750V, ASTM 4750V, EXED 4750V.

### **ACOM 5100V. Special Problems. 1-6 Hour.**

Individual investigation of a special problem in agricultural communications which is not available through regular courses. These will be directed by a member of the graduate faculty. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

### **ACOM 51403. Electronic Communications in Agriculture. 3 Hours.**

An overview of communication technology in the agricultural, food and life sciences. Graduate degree credit will not be given for both ACOM 41403 and ACOM 51403. (Typically offered: Spring Even Years)

### **ACOM 5200V. Special Topics. 1-4 Hour.**

Topics not covered in other courses or a more intensive study of specific topics in agricultural communications. (Typically offered: Irregular) May be repeated for degree credit.

### **ACOM 52403. Graphic Design in AFLS. 3 Hours.**

This course provides students with graphic design and software skills specific to industries in Agriculture, Food, and Life Sciences. Students will learn to use industry-standard software (InDesign, Photoshop, Illustrator, Microsoft Excel, etc.) to prepare text and graphics and package them for use in print production. Graduate degree credit will not be given for both ACOM 42403 and ACOM 52403. (Typically offered: Fall, Spring and Summer)

**ACOM 53403. Communication Campaigns in Agriculture. 3 Hours.**

Students will develop understanding of the principles, practices and applications of social marketing, integrated marketing communications, advertising and public relations as they pertain to developing communication campaign strategies for the agricultural industry. Students will develop a communication campaign for an agricultural company and/or entity focused on a specific product or service. Graduate degree credit will not be given for both ACOM 43403 and ACOM 53403. Prerequisite: Graduate standing. (Typically offered: Spring Odd Years)

**ACOM 55403. Ag Publications. 3 Hours.**

Students produce a magazine through classroom study mirroring a professional magazine staff and are provided an opportunity for their writing, advertisements, photographs and artwork to be published in the magazine. By using computer applications, students integrate various skills including writing, editing and layout in agricultural publications. Graduate degree credit will not be given for both ACOM 45403 and ACOM 55403. (Typically offered: Spring Even Years)

**ACOM 56403. Agricultural Video Production. 3 Hours.**

The goal of this course is for students to develop a practical understanding of video production with an emphasis on short-form videos commonly used in education and marketing in the agricultural, food and life sciences industry. The course content covers both theory and practical application and will include training with industry-standard video equipment and editing software. Prerequisite: Graduate standing. (Typically offered: Spring Even Years)

**ACOM 5750V. Internship in Agricultural Communications. 1-6 Hour.**

Scheduled practical field experiences under supervision of a professional practitioner. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.

This course is cross-listed with AGLE 5750V, ASTM 5750V, EXED 5750V.

**ACOM 58103. Theory in Agricultural Communication. 3 Hours.**

This course is specifically designed to teach communication theory and concepts and research processes as they apply to important agricultural/natural resources 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. Prerequisite: Graduate standing. (Typically offered: Irregular)

**ACOM 58403. Risk and Crisis Communication. 3 Hours.**

Course explores risk and crisis as interdisciplinary concepts, reviewing theoretical frameworks from a variety of fields and perspectives, such as communication, social psychology, and public relations. You will develop an understanding of all aspects of strategic communication pertaining to risks. Using readings and discussion, you will understand how individuals cognitively process risks and how to leverage trust and knowledge to facilitate public understanding. You will learn crisis communication and management from an organizational perspective. Using case studies and discussions, you will be able to recommend strategies for managing crises in agricultural and natural resource industries. (Typically offered: Irregular)