

# Agribusiness: Agriculture Communications Option

## Bachelor of Science (BS)

# Agriculture Communications Option

The BS in Agribusiness/Agriculture Communications prepares students for positions in media design, layout, photography, journalism, broadcasting; as well as sales, marketing, finance, policy, consulting and related areas. It can also provide the basis for graduate work leading to a MS, or PhD. This option is designed for students who complete all four years at Southeast and for students transferring to Southeast with an AA, or AAS degree.

Agriculture Communication students learn to tell the story of agriculture and the environment to consumers, legislators and other key stakeholders. Graduates will gain a skillset to act as a liaison between industry and consumers; also produce communication materials using various media and technology resources.

### Your Home Department...

/ The Agriculture Department has a high number of scholarships, last year awarding more than \$650,000 to students.

/ Faculty sponsor nine Agriculture clubs to help students develop leadership skills and serve the community.

/ All Agriculture Department facilities employ eager students to expand experiential learning and facilitate career readiness.

### Becoming Career Ready...

/ Faculty with experience in various agribusiness areas work closely with students by providing them with faculty-mentored guidance and professional development opportunities. Students receive personal curriculum advisement from their advisor.

/ The Agriculture Communication option prepares graduates to understand and communicate specialized agricultural science and information through journalism, advertising, public relations, graphic design, and telecommunications. Example job titles include agriculture reporter, assistant marketing director, graphic designer, marketing and communication coordinator, program services coordinator and public relations coordinator.

/ 100% of Southeast programs offer real-world experience. Agribusiness students earn this experience through a required internship or research project. Agribusiness students are also able to gain valuable hands-on experience in the classroom and at the departmental facilities.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills to jobs and opportunities in the field. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

### Career Options for Graduates:

- Advertising Account Executive
- Graphic Designer
- Reporter for Science, Agriculture, or Business
- News Writer or Editor
- Photojournalist
- Public Relations Coordinator
- Legislative Affairs Specialist
- Marketing and Communication Coordinator
- Sales and Company Representatives
- Agriculture Advocacy
- Community Development
- Extension Education
- Fundraising Coordinator
- Sales and Management of Agriculture Products
- Professional and Trade Associations
- Video and Audio Editing

### Facilities

The department is committed to providing a variety of experiential learning opportunities for students majoring in agribusiness.

Students can gain experience at the following facilities:

- David M. Barton Agriculture Research Center
- Charles Hutson Horticulture Greenhouse
- Charles Nemanick Alternative Agriculture Garden
- Sikeston Irrigation Field
- With individual faculty and members on projects

For more information on the facilities, visit

<http://www.semo.edu/agriculture/facilities.htm>

### Transfer and Dual Credit Students

Transfer students should consult the Transfer Handbook developed by Southeast and your community college for a suggested program of study appropriate for your situation or consult with your Southeast advisor.

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at [semo.edu/transfercredit](http://semo.edu/transfercredit).



**To learn more**  
 Office of Admissions  
 (573) 651-2590  
[admissions@semo.edu](mailto:admissions@semo.edu)  
[semo.edu](http://semo.edu)

**To explore**  
 the College of Science,  
 Technology, Engineering and  
 Mathematics online, visit  
[semo.edu/stem](http://semo.edu/stem)

**For advising**  
 Center for Academic Advising  
[semo.edu/advising](http://semo.edu/advising)

# Agribusiness: Agriculture Communications Option

## Bachelor of Science (BS)

This is a guide based on the 2021-2022 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

### CURRICULUM CHECKLIST

#### Agribusiness Core – 71 hours – No Minor Required

- \_\_\_ AG 111 Agribusiness Orientation (1)
- \_\_\_ AG 140 Communicating in Agriculture (3)
- \_\_\_ AG 208 Agriculture Bus Data Analysis (3)
- \_\_\_ AG 245 Agricultural Economics (3)
- \_\_\_ AG 250 Agribusiness Management (3)
- \_\_\_ AG 334 Agribusiness Finance (3)
- \_\_\_ AG 340 Agriculture Safety (3)
- \_\_\_ AG 355 Agriculture Seminar (2)
- \_\_\_ AG 381 Agribusiness Management II (3)
- OR
- \_\_\_ AC 221 Principles of Accounting I (3)
- \_\_\_ AG 447 Mktg of Agri Products (3)
- \_\_\_ AG 465 Agriculture Internship (3-6)
- OR
- \_\_\_ AG 469 Undergrad Research (3)
- \_\_\_ AG 470 Agribusiness Sales (3)
- \_\_\_ AO 120 Plant Science (3)
- \_\_\_ AO 125 Plant Science Lab (1)
- \_\_\_ AY 101 Animal Science (3)
- \_\_\_ HO 110 Intro to Horticulture (3)

#### AGRICULTURE COMMUNICATIONS

- \_\_\_ AG313 Social Media in Agribusiness (3)
- \_\_\_ AY210 Animal Welfare (2)
- \_\_\_ MC221 Digital Media Production (3)
- \_\_\_ MC322 Design for Media (3)
- \_\_\_ MK301 Principles of Marketing (3)
- Choose one course:
- \_\_\_ AO327 Sustainable Agriculture (3)
- \_\_\_ AO401 Agriculture and Natural Resource Management (3)
- Choose one course:
- \_\_\_ AY205 Horse Science (3)
- \_\_\_ AY240 Beef Production (3)
- \_\_\_ AY320 Meat Science (3)
- Choose one course:
- \_\_\_ AR180 Introduction to Design Software (3)
- \_\_\_ IM518 Advanced Technical Document Design, Organization and Graphics (3)
- Choose one course:
- \_\_\_ HO310 Alternative Agriculture (3)
- \_\_\_ HO470 Regenerative Urban Agriculture (3)
- Choose one course:
- \_\_\_ IM300 Technical Communication (3)
- \_\_\_ MC331 Strategic Writing (3)
- Choose one course:
- \_\_\_ MK341 Public Relations (3)
- \_\_\_ MK344 Consumer Behavior (3)

#### Additional Requirements:

Some courses may fulfill General Education requirements.

- \_\_\_ CH 181 Basic Principles of Chemistry (5)
- OR
- \_\_\_ CH 184/185 General Chemistry I and Lab (4)
- \_\_\_ MA 116 Precalculus A (3)
- OR
- \_\_\_ MA 155 Statistical Reasoning (3)

**General Education Requirements** – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI 100	1	AG 111	1
	EN 100	3	AG 140	3
	AO 120/125	4	AG 245	3
	AY 101	3	AR 180/IM 518	3
	General Education	3	MA 116 or MA 155	3
	General Education		General Education	3
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>16</b>	
<b>SECOND YEAR</b>	AG 208	3	AG 250	3
	CH 181 or CH 184/185	4-5	AY 210	2
	MC 221	3	HO 110	3
	General Education	3	General Education	3
	General Education		General Education	3
	<b>Total</b>	<b>14-15</b>	<b>Total</b>	<b>14</b>
<b>THIRD YEAR</b>	AG 334	3	AG 313	3
	HO 310/HO 470	3	AG 355	2
	MC 322	3	AG 447	3
	General Education	3	AO 327/401	3
	General Education	3	MK 301	3
	General Education		General Education	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>17</b>	
<b>FOURTH YEAR</b>	AC 221 or AG 381	3	AG 470	3
	AG 340	3	MK 341/344	3
	AY 205/240/320	3	IM 300/MC 331	3
	Elective	3	UI 436	3
	Elective	3	Elective	2-3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>14-15</b>
<b>SUMMER SESSION</b>			AG465 or AG469	3

**Degree requirements for all students:** a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

A minimum 2.0 GPA in the major and overall are required to graduate with a BS degree.

Revised  
6/14/2021