

## Agribusiness: Agriculture Communications Option

### Bachelor of Science (BS)

# Agriculture Communications Option

Agribusiness is a challenging and rewarding, multi-faceted industry. From large corporations to emerging food manufacturing and input supply firms, there is a strong demand by agribusiness firms for more and better employees trained in both management and the agricultural sciences.

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.

#### Major students will...

- Learn to tell the story of agriculture and the environment to consumers, legislators, and other key stakeholders.
- Be prepared to understand and communicate specialized agricultural science and information through journalism, advertising, public relations, graphic design, and telecommunications
- Be given hands-on opportunities in and out of the classroom to practice key skills and prepare for a professional career
- Gain a skill-set to act as a liaison between industry and consumers; also produce communication materials using various media and technology resources

#### Career Planning

Career preparation is part of the mission of Southeast. All of programs offer our students internship, study-abroad, clinical opportunity, student teaching or research opportunities.

The Office of Career Services in Academic Hall 057 can provide students with professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

#### Career Options

- 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
- Missouri Rice Research Farm
- Charles Nemanick Alternative Agriculture Garden
- With individual faculty and members on projects

For more information on the facilities, visit

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

#### Transfer 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.

**To learn more**  
Office of Admissions  
(573) 651-2590  
admissions@semo.edu  
semo.edu

**To explore**  
the College of Science,  
Technology, Engineering and  
Mathematics online, visit  
semo.edu/stem

**For advising**  
Center for Academic Advising  
semo.edu/advising

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This is a guide based on the 2018-2019 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 – 70 hours – No Minor Required

- \_\_\_ AC 221 Principles of Accounting I (3)  
OR
- \_\_\_ AG 381 Agribusiness Management II (3)
- \_\_\_ AD 101 Introduction to Microcomputer Applications (3)  
OR
- \_\_\_ AG 208 Agribusiness Data Analysis (3)
- \_\_\_ AG 245 Agricultural Economics (3)
- \_\_\_ AG 250 Agribusiness Management (3)
- \_\_\_ AG 334 Agribusiness Finance (3)
- \_\_\_ AG 355 Agriculture Seminar (1)
- \_\_\_ AG 447 Marketing of Agriculture Products (3)
- \_\_\_ AG 465 Agriculture Internship (3)  
OR
- \_\_\_ AG 469 Undergraduate 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 Introduction to Horticulture (3)
- \_\_\_ UI 436 Agricultural Ethics (3)

#### AGRICULTURE COMMUNICATIONS

- \_\_\_ AG 313 Social Media in Agribusiness (3)
- \_\_\_ AY 210 Animal Welfare (2)
- \_\_\_ MC 221 Media Elements (3)
- \_\_\_ MC 322 Design for Media (3)
- \_\_\_ MK 301 Principles of Marketing (3)
- Choose one course:
- \_\_\_ AO 327 Sustainable Agriculture (3)
- \_\_\_ AO 401 Agriculture and Natural Resource Management (3)

Choose one course:

- \_\_\_ AY 205 Horse Science (3)
- \_\_\_ AY 320 Meat Science (3)
- \_\_\_ AY 405 Beef Production (3)

Choose one course:

- \_\_\_ GM 180 Introduction to Technical Graphics (3)
- \_\_\_ IM 518 Advanced Technical Document Design, Organization and Graphics (3)

Choose one course:

- \_\_\_ HO 310 Alternative Agriculture (3)
- \_\_\_ HO 470 Strategic Urban Horticulture (3)

Choose one course:

- \_\_\_ IM 300 Technical Communication (3)
- \_\_\_ MC 331 Strategic Writing (3)

Choose one course:

- \_\_\_ MK 341 Public Relations (3)
- \_\_\_ MK 344 Consumer Behavior (3)

#### Additional Requirements:

- \_\_\_ CH181 Basic Principles of Chemistry (5)  
OR
- \_\_\_ CH185 General Chemistry (5)
- \_\_\_ MA116 Precalculus A (3)

**University Studies Requirements** – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 3 hours
- Constitution requirement – 3 hours
- US History 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)

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI 100	3	AG 245	3
	EN 100	3	GM 180/IM 518	3
	AO 120/125	4	MA 116	3
	AY 101	3	University Studies	3
			University Studies	3
	<b>Total</b>	<b>13</b>	<b>Total</b>	<b>15</b>
<b>SECOND YEAR</b>	AD 101 or AG 208	3	AG 250	3
	CH 181 or CH 185	5	AY 210	2
	MC 221	3	HO 110	3
	University Studies	3	University Studies	3
			University Studies	3
	<b>Total</b>	<b>14</b>	<b>Total</b>	<b>14</b>
<b>THIRD YEAR</b>	AG 334	3	AG 313	3
	HO 310/HO 470	3	AG 355	1
	MC 322	3	AG 447	3
	University Studies	3	AO 327/401	3
	Elective	3	MK 301	3
			University Studies	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>16</b>
<b>FOURTH YEAR</b>	AC221 or AG 381	3	AG 470	3
	AY 205/320/405	3	MK 341/344	3
	University Studies	3	IM 300/MC 331	3
	University Studies	3	UI 436	3
	Elective	3	Elective	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>SUMMER SESSION</b>			AG465 or AG469	3

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level. A minimum 2.0 GPA in the major and overall are required to graduate with a BS degree.

Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.

Degree Map 2018-2019

**To learn more**  
Office of Admissions  
(573) 651-2590  
admissions@semo.edu  
semo.edu

**To explore**  
the College of Science,  
Technology, Engineering and  
Mathematics online, visit  
semo.edu/stem

**For advising**  
Center for Academic Advising  
semo.edu/advising