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 skill-set to act as a liaise between industry and consumers; also produce communication materials using various media and technology resources.

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
- 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 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.
This is a guide based on the 2019-2020 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
- AC221 Principles of Accounting I (3)
- OR
- AG381 Agribusiness Management II (3)
- OR
- AG208 Agribusiness Data Analysis (3)
- OR
- MI101 Introduction to Computer Applications (3)
- AG245 Agricultural Economics (3)
- AG250 Agribusiness Management (3)
- AG334 Agribusiness Finance (3)
- AG355 Agriculture Seminar (1)
- AG447 Marketing of Agriculture Products (3)
- AG465 Agriculture Internship (3)
- OR
- AG469 Undergraduate Research (3)
- AG470 Agribusiness Sales (3)
- AQ120 Plant Science (3)
- AQ125 Plant Science Lab (1)
- AY101 Animal Science (3)
- HO110 Introduction to Horticulture (3)
- IM436 Agricultural Ethics (3)

### AGRICULTURE COMMUNICATIONS
- AG331 Social Media in Agribusiness (3)
- AY210 Animal Welfare (2)
- MC221 Media Elements (3)
- OR
- MC322 Design for Media (3)
- MK301 Principles of Marketing (3)
- Choose one course:
  - AG327 Sustainable Agriculture (3)
  - AO401 Agriculture and Natural Resource Management (3)
- Choose one course:
  - AY205 Horse Science (3)
  - AY240 Beef Production (3)
  - OR
  - AY320 Meat Science (3)
  - OR
  - GM180 Introduction to Technical Graphics (3)
- Choose one course:
  - HO301 Alternative Agricultril fused (3)
  - HO470 Strategic Urban Horticulture (3)
  - OR
  - IM300 Technical Communication (3)
  - MC331 Strategic Writing (3)
- Choose one course:
  - MK341 Public Relations (3)
  - MK344 Consumer Behavior (3)

### Additional Requirements:
- CH181 Basic Principles of Chemistry (5)
  - OR
- CH185 General Chemistry (5)
- MA116 Precalculus A (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

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**SAMPLE FOUR-YEAR PLAN**

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**Degree requirements for all students:** a minimum of 120 credit hours, completion of the General Education program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WP003). 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.

**Revised**

4/29/2019