

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 skill-set 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
- 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.



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 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)
- ___ 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)
- ___ AO120 Plant Science (3)
- ___ AO125 Plant Science Lab (1)
- ___ AY101 Animal Science (3)
- ___ HO110 Introduction to Horticulture (3)
- ___ UI436 Agricultural Ethics (3)

AGRICULTURE COMMUNICATIONS

- ___ AG313 Social Media in Agribusiness (3)
- ___ AY210 Animal Welfare (2)
- ___ MC221 Media Elements (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:
- ___ GM180 Introduction to Technical Graphics (3)
- ___ IM518 Advanced Technical Document Design, Organization and Graphics (3)
- Choose one course:
- ___ HO310 Alternative Agriculture (3)
- ___ HO470 Strategic Urban Horticulture (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:

- ___ 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

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI 100	3	AG 245	3
	EN 100	3	GM 180/IM 518	3
	AO 120/125	4	MA 116	3
	AY 101	3	General Education	3
			General Education	3
	Total	13	Total	15
SECOND YEAR	AG 208 or MI 101	3	AG 250	3
	CH 181 or CH 185	5	AY 210	2
	MC 221	3	HO 110	3
	General Education	3	General Education	3
			General Education	3
	Total	14	Total	14
THIRD YEAR	AG 334	3	AG 313	3
	HO 310/HO 470	3	AG 355	1
	MC 322	3	AG 447	3
	General Education	3	AO 327/401	3
	Elective	3	MK 301	3
			General Education	3
	Total	15	Total	16
FOURTH YEAR	AC221 or AG 381	3	AG 470	3
	AY 205/240/320	3	MK 341/344	3
	General Education	3	IM 300/MC 331	3
	General Education	3	UI 436	3
	Elective	3	Elective	3
	Total	15	Total	15
SUMMER SESSION			AG465 or AG469	3

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.