College of Agriculture
Agricultural Communications and Journalism

Overview
Agricultural communicators study agricultural or environmental sciences and mass communications. They work for public relations firms, government agencies, commodity promotion groups, newspapers, radio and television stations, magazines, nonprofits and other organizations.

Professional options
Careers
Graduates find opportunities in many fields in small communities to large cities. They write and take photographs for newspapers and magazines, prepare radio or television scripts and programs, work in consumer relations with agribusiness firms, serve as extension and experiment station editors, communicate for agencies, edit company magazines and do many other jobs. Year after year, applied communications offers steadier employment than other communications fields.

Kansas State University students in our program who have performed well in college find many job opportunities with above-average communication salaries open to them. This is especially true for those who had successful internships and have become acquainted with professional communicators through tours, internships and have become acquainted with professional communicators through tours, internships and have become acquainted with professional communicators through tours, internships. There has not been a surplus of qualified graduates in this field since the program was instituted in 1946.

Job experience
In agricultural communications you can gain practical experience by working in various jobs on and off campus. You can work for the Kansas State Collegian, a daily student newspaper, and you will work for the Kansas State Agriculturist magazine.

Other opportunities for media work include departmental student positions and intersession and summer internships.

A few of the organizations where students have interned include:
- U.S. Department of Agriculture
- Fleishman-Hillard Public Relations
- Angus Journal
- National Pork Producers Council
- KFRM 550 AM radio
- Kansas Department of Agriculture
- Kansas Farm Bureau Communications Division

Employment opportunities also are available within the department. You can gain experience working alongside professional news writers, publication editors, graphic designers, broadcasters, video and radio producers, printers, researchers and electronic media specialists.

Academics
The program offers students two options: agricultural and environmental.

Degree options
Agricultural option
Students selecting the agricultural option take basic science classes and communication courses and can specialize in areas such as policy, agribusiness, or food and agricultural sciences.

Environmental option
The environmental option requirements are very similar to the agricultural option, but these students choose from a more specific set of courses focused on natural resources to meet their interests and graduation requirements.

Students who select this option complete a secondary major in natural resources and environmental sciences, which makes them even more marketable when competing for science-based communications positions.

Accreditation
The A.Q. Miller School of Journalism and Mass Communications, through which students take many courses, is accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Advising
One of the department’s greatest strengths is its faculty members, who are genuinely committed to teaching and serving as great advisors. They make it a point to get to know students, and with an average student to faculty ratio of 30 to 1, there is a strong emphasis on individual attention.

Your advisor will not only guide your academics and assist with career planning, but also will be an excellent source of information for finding help with student employment and other personal concerns.

Preparation
If you are thinking of a major in this field, experience with video projects, high school newspapers, yearbooks or other publications is helpful but not necessary. Participation in leadership activities such as FFA, 4-H or debate would be helpful, too.

Facilities
The program is housed in the Department of Communications and Agricultural Education, which provides communications services and expertise to the College of Agriculture and K-State Research and Extension. In the department, students are provided a computer lab equipped with desktop publishing, video and audio editing hardware and software, as well as photography equipment.

Activities
Most students belong to Agricultural Communicators of Tomorrow, which sponsors trips to regional and national professional development opportunities to learn new skills and network with other students and industry professionals. Communication professionals are invited to the campus to talk at meetings. Other student organizations provide growth opportunities as well.

Financial assistance
Scholarships offering substantial financial aid are available to students who perform well academically. Some scholarships are available to majors only. You are eligible to compete for other college and university scholarships.

Points of pride
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Suggested coursework

127 hours required for graduation.

General requirements

Hrs. Course
3 ENGL 100 Expository Writing I
3 ENGL 200 Expository Writing II
2 COMM 105 Public Speaking IA
3 MATH 100 College Algebra
3 ECON 110 Principles of Macroeconomics
4 CHEM 210 Chemistry I or
3 CHEM 110 General Chemistry and
1 CHEM 111 General Chemistry Lab

Agricultural option

45 of the 127 hours required for graduation must be at the 300 level or higher.

Bioscience
4 BIOL 198 Principles of Biology and
3 Bioscience elective (from list)

Business administration and agricultural economics (6 credit hours)
3 MKTG 400 Introduction to Marketing and one course from the business or ag econ electives list

Journalism/mass communications core courses

Hrs. Course
3 MC 110 Mass Communications in Society
3 MC 200 News/Feature Writing
3 MC 241 Editing
3 MC 466 Law of Mass Communications
3 Advanced writing (choose one of following)
MC 221 Advertising Strategies and Writing
MC 280 Public Relations Writing
MC 303 Advanced News/Feature Writing
9 Mass Comm/Ag Comm Electives

Agricultural communications core courses
2 AGCOM 110 Intro to Agricultural Communications
3 AGCOM 210 Layout and Design Principles
3 AGCOM 405 Capstone Seminar
1 AGCOM 550 Internship
3 AGCOM 712 Environmental Communications
3 AGCOM 590 New Media Technology
or
3 AGCOM 610 Crisis Communications

Agriculture/natural resources requirements

Agriculture/natural resources requirements courses (four courses not in AGCOM)
3 AGEC 120 Agricultural Economics and Agribusiness
4 AGRON 305 Soils
3 PMC 375 Introduction to Natural Resource Management
or
3 PMC 285 Forest Resource Management

Specialization
3 AGEC 525 Natural Resource and Environmental Economics
3 GENAG 582 Natural Resource Environmental Science Project

AG/NR electives (to complete 24 hrs)

Free electives (to reach 127 for curriculum)

K-STATE 8 requirements
Each student must successfully complete credit-bearing courses/experiences to cover all of the K-State 8 areas.

• A minimum of four different course prefixes (e.g., AGEC, MATH, FSHS, COMM) must be represented in the fulfillment of the K-State 8 requirements.
• When a course is tagged for two K-State 8 areas, the student may count that course toward both areas.
• Transfer students also are required to cover all of the K-State 8 areas.

Course/electives list

Humanities/social sciences - ECON 527; ENGL 680; GEOG 340, 718, 720, 725, 730, 760, 765, 770; HIST 511, 563; LAR 646, 758; PHILO 595; PLAN 315; SOCIO 536

Physical sciences - AGRON 335; BIOL 110, 265, 521; CHM 230, 350, 531; GEOG 221, 340, 508, 720, 725, 730; GEOL 100, 105, 115, 125, 506

Statistics or research – AGCOM 425; MC 396; POLSC 400; STAT 325, 340, 350

Introductory ag courses – AGRON 220 OR HORT 201; AGRON 305; ASI 102; ATM 160; ENTOM 300, 301, 305, 312, 313, 320; FDSCT 302; PMC 275, 330; HORT 256; PLPTH 300, 500; RRES 210

AG/NR electives – AGRON 330, 335, 501, 515, 635, 645, 746; ATM 558, 653, 661; ENTOM 680, 692; RRES 575, 635, 640

Business or ag econ elective – ACTGT 231 TO 799; AEC 308, 315, 318, 410 TO 712; ECON 300 TO 799; FINAN 250 TO 799; MANGT 366 TO 799; MKTG 450 TO 799

Bioscience – ASI 500; BIOL 201, 303, 455, 510, 529

For more information about agricultural communications, contact:

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k-state.edu/admissions

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Post-Graduation Statistics
ksdegreestats.org

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