BACHELOR OF SCIENCE, MAJOR IN AGRICULTURAL COMMUNICATIONS

This program is designed to meet the needs of students desiring a program of study in agricultural journalism, media (electronic, social, broadcast), public relations, advertising, or several other fields of study. While no minor is required, advanced elective courses permit the student to have a stronger concentration in a particular area of interest to them.

Bachelor of Science, Major in Agricultural Communications

Core Curriculum (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum)		
Component Area I (Communication)		6
Component Area II (Mathematics)		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture)		3
Component Area V (Creative Arts)		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences)		3
Component Area IX (Component Area Option)		4
Degree Specific Requirements		
MATH 1369	Elementary Statistics	3
or STAT 1369	Elementary Statistics	
MATH 1324	Mth For Mngl Decision Making [1]	3
AGRI 1309	Computers in Agriculture (or approved substitute)	3
or CSTE 1330	Introduction To Computers	
Major Core		
AGRI 1131	Intro To Pro Leadership Skills	1
AGBU 2317	Principles Of Agri Economics	3
PLSC 1307 & PLSC 1107	Plant Science and Plant Science Laboratory	4
ANSC 1319 & ANSC 1119	Animal Science and Animal Science Laboratory	4
Major		
AGBU 2385	Analysis of the Agr Sector	3
AGBU 4361	Agribusiness Org & Mgt	3
ACOM 3360	Communication Skills for Agriculturists	3
ANSC 3363	Anatomy & Physiology of the Domestic Animal	3
ANSC 3376	Meat Science	3
AGRI 4120	Professional Career Skills	1
AGRI 4364	International Agriculture	3
AGRI 4388	Prin Agr Ldrship Comm Develop	3
5 hours Advanced Electives from: AGRI, AGBU, ACOM, AGET, AGED, ANSC, EQSC, PLSC or WMGT		5
Electives		
MCOM 1330	Analysis of Electronic Culture	3
MCOM 1332	Writing For Mass Media	3
MCOM 1371	Audio Production & Performance	3
MCOM 2381	Visual Communication for Media	3
MCOM 2382	Design for PR & Advertising	3
MCOM 3381	Principles Of Public Relations	3
MCOM 3383	Writing for PR & Advertising	3
MCOM 3388	Sales and Marketing	3
MCOM 4365	On-Line Journalism	3
MCOM 4371	Mass Media Law And Ethics	3

MCOM 3000-4000 Electives		3
Minor (If Required)		
Total Hours		**120**

First Year

Fall	Hours	Spring	Hours
AGRI 1131	1	HIST 1302[2]	3
ANSC 1319 & ANSC 1119	4	ENGL 1302[1]	3
ENGL 1301[1]	3	MCOM 1332	3
HIST 1301[2]	3	PLSC 1307 & PLSC 1107	4
MCOM 1330	3	AGBU 2317	3
	14		**16**

Second Year

Fall	Hours	Spring	Hours
AGBU 2385	3	POLS 2306[4]	3
AGRI 1309 or CSTE 1330	3	MCOM 2381	3
MATH 1324[3]	3	MCOM 2382	3
POLS 2305[4]	3	ACOM 3360	3
MCOM 1371	3	MATH 1369 or STAT 1369	3
Component Area IX (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)	1		
	16		**15**

Third Year

Fall	Hours	Spring	Hours
MCOM 3381	3	MCOM 3383	3
ANSC 3363	3	MCOM 3388	3
Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4	ANSC 3376	3
Component Area IV (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)	3	AGBU 4361	3
Component Area V (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3	Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
	16		**16**

Fourth Year

Fall	Hours	Spring	Hours
AGRI 4120	1	AGRI 4388	3
AGRI 4364	3	MCOM 4365	3
MCOM 4371	3	AGRI, AGBU ACOM, AGED, AGET, ANSC, EQSC, PLSC or WMGT Advanced Elective	2
AGRI, AGBU, ACOM, AGED, AGET, ANSC, EQSC, PLSC, or WMGT Advanced Elective	3	MCOM Advanced Elective	3
Component Area IX (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)	3	Component Area VIII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaviii)	3
	13		**14**

Total Hours: 120

[1]   Satisfies Component Area I.

[2]   Satisfies Component Area VI.

[3]   Satisfies Component Area II.

[4]   Satisfies Component Area VII.