

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.

Code	Title	Hours
Bachelor of Science, Major in Agricultural Communications		
Core Curriculum (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics) ¹		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		
AGRI 1309 or CSTE 1330	Computers in Agriculture (or approved substitute) Introduction to Computers	3
MATH 1324	Mth for Mngl Decision Making ¹	3
MATH 1342	Elementary Statistics	3
Major Core		
AGBU 2317	Principles of Agri Economics	3
AGRI 1131	Intro to Pro Leadership Skills	1
ANSC 1319 & ANSC 1119	Animal Science and Animal Science Laboratory	4
PLSC 1307 & PLSC 1107	Plant Science and Plant Science Laboratory	4
Major		
ACOM 3360	Communication Skills for Agriculturists	3
AGBU 2385	Analysis of the Agr Sector	3
AGBU 3361	Agribusiness Org & Mgt	3
AGBU 4340 or AGBU 4363 or AGBU 4386	Agribusiness Marketing Agricultural Sales & Consulting Agriculture & Food Policy	3
AGRI 4120	Professional Career Skills	1
AGRI 4388	Prin of Ag Leadership/Comm Dev	3
ANSC 3363	Anatomy & Physiology of the Domestic Animal	3
ANSC 3376 or ANSC 4398 or AGRI 4350	Meat Science Animal Diseases & Public Hlth Agricultural Biosecurity	3
5 hours Advanced Electives from: AGRI, AGBU, ACOM, AGET, AGED, ANSC, EQSC, PLSC or WMGT		5
MCOM Courses		
MCOM 1330	Media, Culture and Society	3
MCOM 1332	Writing For Mass Media	3
MCOM 1371	Audio Production & Performance	3
MCOM 2371	TV & Film Production	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	Mobile & Social Reporting	3
MCOM 4371	Mass Media Law And Ethics	3
MCOM 3000-4000 Electives		3
Minor (If Required)		
Total Hours		120

¹ MATH 1324 satisfies the requirements for Component Area II (Mathematics) and the degree specific requirements.

First Year

Fall	Hours	Spring	Hours
AGRI 1131		1 AGBU 2317	3
ANSC 1319 & ANSC 1119		4 ENGL 1302 ¹	3
ENGL 1301 ¹		3 HIST 1301 ³	3
MATH 1324 ²		3 MCOM 1332	3
MCOM 1330		3 PLSC 1307 & PLSC 1107	4
		14	16

Second Year

Fall	Hours	Spring	Hours
Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)		1 ACOM 3360	3
AGBU 2385		3 MATH 1342	3
AGRI 1309 or CSTE 1330		3 MCOM 2371	3
HIST 1302 ³		3 MCOM 2382	3
MCOM 1371		3 POLS 2306 ⁴	3
POLS 2305 ⁴		3	
		16	15

Third Year

Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
Component Area IV (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiv)		3 AGBU 3361	3
Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)		3 ANSC 3376, 4398, or AGRI 4350	3
ANSC 3363		3 MCOM 3383	3
MCOM 3381		3 MCOM 3388	3
		16	16

Fourth Year

Fall	Hours	Spring	Hours
Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)		3 Component Area VIII (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaviii)	3
AGRI, AGBU, ACOM, AGED, AGET, ANSC, EQSC, PLSC, or WMGT Advanced Elective		3 AGRI 4388	3
AGRI 4120		1 AGRI, AGBU ACOM, AGED, AGET, ANSC, EQSC, PLSC or WMGT Advanced Elective	2
AGBU 4340, 4363, or 4386		3 MCOM 4365	3
MCOM 4371		3 MCOM Advanced Elective	3
		13	14

Total Hours: 120

- 1 Satisfies Core Curriculum requirement of Component Area I (Communications).
- 2 MATH 1324 satisfies the requirements for Component Area II (Mathematics) and the degree specific requirements.
- 3 Satisfies Core Curriculum requirement of Component Area VI (U.S. History).
- 4 Satisfies Core Curriculum requirement of Component Area VII (Political Science/Government).

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state’s **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BS in Agricultural Communications is designed to provide graduates with the following marketable skills:

- Apply independent and team-working skills to accomplish objectives and meet deadlines in a variety of agricultural industry communication-related enterprises.
- Demonstrate a work ethic and soft skills that are desirable of an employee.
- Combine written and oral communication skills to effectively convey a message to the specified audience.
- Formulate agricultural literacy and advocacy approaches to properly inform and educate the general public about agriculture.