

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.

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) ²		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		3
Component Area IX (Component Area Option) ⁴		4
Degree Specific Requirements		
MATH 1324	Mth for Mngr Decision Making ¹	3
MATH 1342	Elementary Statistics	3
Major: Foundation		
ACOM 3360	Communication Skills for Agriculturists	3
AGBU 2317	Principles of Agri Economics	3
AGBU 2385	Analysis of the Agr Sector	3
AGBU 3361	Agribusiness Org & Mgt	3
AGBU 4340	Agribusiness Marketing	3
or AGBU 4363	Agricultural Sales & Consulting	
or AGBU 4386	Agriculture & Food Policy	
AGRI 1131	Intro to Pro Leadership Skills	1
AGRI 1309	Computers in Agriculture (or approved substitute)	3
or CSTE 1330	Introduction to Computers	
AGRI 4120	Professional Career Skills	1
AGRI 4388	Prin of Ag Leadership/Comm Dev	3
ANSC 1319	Animal Science	4
& ANSC 1119	and Animal Science Laboratory	
ANSC 2360	Animals and Society ³	3
ANSC 3363	Anatomy & Physiology of the Domestic Animal	3
ANSC 3376	Meat Science	3
or ANSC 4398	Animal Diseases & Public Hlth	
or AGRI 4350	Agricultural Biosecurity	
PLSC 1307	Plant Science	4
& PLSC 1107	and Plant Science Laboratory	
Major: Prescribed Electives		
17 hours Advanced Electives from: ACOM, AGBU, AGED, AGET, AGRI, ANSC, EQSC, PLSC or WMGT		17
MCOM 1330	Media, Culture and Society ²	3
MCOM 1332	Writing For Mass Media	3
MCOM 1371	Audio Production & Performance ⁴	3
MCOM 2371	TV & Film Production	3
MCPA 2382	Design for PR & Advertising	3

MCPA 3381	Principles Of Public Relations	3
MCPA 3383	Writing for PR & Advertising	3
MCPA 3388	Sales and Marketing	3
Minor: Not Required ^{5, 6}		
Total Hours		120

- ¹ MATH 1324 satisfies the requirements for Component Area II (Mathematics) and the degree specific requirements.
- ² MCOM 1330 satisfies the requirements for Component Area IV (Language, Philosophy, and Culture) and the Major requirement.
- ³ ANSC 2360 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Science) and the Major requirement.
- ⁴ MCOM 1371 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option)
- ⁵ A minor is **not required** for this degree program; however, a student has the option to add a minor, but to do so additional semester credits hours may be needed above the degree program's stated total semester credit hours.
- ⁶ The following minors cannot be paired with this degree program: Minor in Conservation Biology, Minor in Early Childhood Education, and Minor in Wildlife Ecology.

Notes

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

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 ⁴	3
MATH 1324 ²		3 MCOM 1332	3
MCOM 1330 ³		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 ⁴		3 MCPA 2382	3
MCOM 1371 ⁶		3 POLS 2306 ⁵	3
POLS 2305 ⁵		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 V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)		3 AGBU 3361	3
ANSC 2360 ⁷		3 ANSC 3376, 4398, or AGRI 4350	3

ANSC 3363	3	MCPA 3383	3
MCPA 3381	3	MCPA 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 AGRI 4388	3
Advanced Electives: ACOM, AGBU, AGED, AGET, AGRI, ANSC, EQSC, PLSC, or WMGT		6 Advanced Electives: ACOM, AGBU, AGED, AGET, AGRI, ANSC, EQSC, PLSC, or WMGT	11
AGRI 4120	1		
AGBU 4340, 4363, or 4386	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 MCOM 1330 satisfies the Core Curriculum requirement of Component Area IV (Language, Philosophy and Cultural) and the degree specific requirement.
- ⁴ Satisfies Core Curriculum requirement of Component Area VI (U.S. History).
- ⁵ Satisfies Core Curriculum requirement of Component Area VII (Political Science/Government).
- ⁶ MCOM 1371 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option)
- ⁷ ANSC 2360 satisfies the Core Curriculum requirement of Component Area VIII (Social and Behavioral Sciences) and the Major requirement.

Notes

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Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

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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.