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

AGRI 1309  
Computers in Agriculture (or approved substitute)  
3
or CSTE 1330  
Introduction To Computers  
3
MATH 1324  
Mth For Mngl Decision Making  
3
MATH 1369  
Elementary Statistics  
3
or STAT 1369  
Elementary Statistics  
3

AGBU 2317  
Principles Of Agri Economics  
3
AGRI 1131  
Intro To Pro Leadership Skills  
1
ANSC 1319  
Animal Science  
4
& ANSC 1119  
and Animal Science Laboratory  
4
PLSC 1307  
Plant Science  
4
& PLSC 1107  
and Plant Science Laboratory  
4

Major Core

AGBU 3360  
Communication Skills for Agriculturists  
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  
3
or AGBU 4386  
Agriculture & Food Policy  
3
AGRI 4120  
Professional Career Skills  
1
AGRI 4388  
Prin Agr Ldrship Comm Develop  
3
ANSC 3363  
Anatomy & Physiology of the Domestic Animal  
3
ANSC 3376  
Meat Science  
3

5 hours Advanced Electives from: AGRI, AGBU, ACOM, AGET, AGED, ANSC, EQSC, PLSC or WMGT  
5

MCOM Courses

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
Bachelor of Science, Major in Agricultural Communications

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOM 4365</td>
<td>On-Line Journalism</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 4371</td>
<td>Mass Media Law And Ethics</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 3000-4000 Electives</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Minor (If Required)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>120</td>
</tr>
</tbody>
</table>

1 Math 1324 satisfies the requirements for Component Area II and the degree specific requirements.

### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRI 1131</td>
<td>1</td>
<td>AGBU 2317</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 1319</td>
<td>4</td>
<td>ENGL 1302&lt;sup&gt;1&lt;/sup&gt;</td>
<td>3</td>
</tr>
<tr>
<td>&amp; ANSC 1119</td>
<td>3</td>
<td>MCOM 1330</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1301&lt;sup&gt;1&lt;/sup&gt;</td>
<td>3</td>
<td>POLS 2305&lt;sup&gt;4&lt;/sup&gt;</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1301&lt;sup&gt;2&lt;/sup&gt;</td>
<td>3</td>
<td>MCOM 3388</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 1330</td>
<td>3</td>
<td>Total Hours</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total Hours</td>
<td>16</td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area IX</td>
<td>1</td>
<td>ACOM 3360</td>
<td>3</td>
</tr>
<tr>
<td>AGBU 2385</td>
<td>3</td>
<td>MATH 1369 or STAT 1369</td>
<td>3</td>
</tr>
<tr>
<td>AGRI 1309 or CSTE 1330</td>
<td>3</td>
<td>MCOM 2381</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1324&lt;sup&gt;2&lt;/sup&gt;</td>
<td>3</td>
<td>MCOM 2382</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 1371</td>
<td>3</td>
<td>POLS 2305&lt;sup&gt;4&lt;/sup&gt;</td>
<td>3</td>
</tr>
<tr>
<td>POLS 2305&lt;sup&gt;4&lt;/sup&gt;</td>
<td>3</td>
<td>Total Hours</td>
<td>15</td>
</tr>
</tbody>
</table>

### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area III</td>
<td>4</td>
<td>Component Area III</td>
<td>4</td>
</tr>
<tr>
<td>Component Area IV</td>
<td>3</td>
<td>AGBU 3361</td>
<td>3</td>
</tr>
<tr>
<td>Component Area V</td>
<td>3</td>
<td>ANSC 3376</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 3363</td>
<td>3</td>
<td>MCOM 3383</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 3381</td>
<td>3</td>
<td>Total Hours</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total Hours</td>
<td>16</td>
</tr>
</tbody>
</table>

### Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area IX</td>
<td>3</td>
<td>Component Area VIII</td>
<td>3</td>
</tr>
<tr>
<td>AGRI, AGBU, ACOM, AGED, AGET, ANSC, EQSC, PLSC, or WMGT Advanced Elective</td>
<td>3 AGRI 4388</td>
<td>Total Hours</td>
<td>12</td>
</tr>
<tr>
<td>AGRI 4120</td>
<td>1</td>
<td>AGRI, AGBU ACOM, AGED, AGET, ANSC, EQSC, PLSC or WMGT Advanced Elective</td>
<td>2</td>
</tr>
<tr>
<td>AGBU 4340, 4363, or 4386</td>
<td>3 MCOM 4365</td>
<td>Total Hours</td>
<td>3</td>
</tr>
<tr>
<td>Course</td>
<td>Description</td>
<td>Credits</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>MCOM 4371</td>
<td>3 MCOM Advanced Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Hours: 120</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Satisfies Core Curriculum requirement of Component Area I (Communications).
2. Satisfies Core Curriculum requirement of Component Area VI (U.S. History).