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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Science, Major in Agricultural Communications</td>
<td>Core Curriculum (<a href="catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum</a>)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Component Area I (Communication)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Component Area II (Mathematics)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Component Area III (Life and Physical Science)</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Component Area IV (Language, Philosophy, and Culture)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Component Area V (Creative Arts)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Component Area VI (U.S. History)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Component Area VII (Political Science/Government)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Component Area VIII (Social and Behavioral Sciences)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Component Area IX (Component Area Option)</td>
<td>4</td>
</tr>
<tr>
<td>Degree Specific Requirements</td>
<td>AGRI 1309 Computers in Agriculture (or approved substitute)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or CSTE 1330 Introduction to Computers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MATH 1324 Mth for Mngl Decision Making 1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MATH 1369 Elementary Statistics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or STAT 1369 Elementary Statistics</td>
<td></td>
</tr>
<tr>
<td>Major Core</td>
<td>AGBU 2317 Principles of Agri Economics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AGRI 1131 Intro to Pro Leadership Skills</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>ANSC 1319 Animal Science</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>&amp; ANSC 1119 and Animal Science Laboratory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PLSC 1307 Plant Science</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>&amp; PLSC 1107 and Plant Science Laboratory</td>
<td></td>
</tr>
<tr>
<td>Major</td>
<td>ACOM 3360 Communication Skills for Agriculturists</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AGBU 2385 Analysis of the Agr Sector</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AGBU 3361 Agribusiness Org &amp; Mgt</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AGBU 4340 Agribusiness Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or AGBU 4363 Agricultural Sales &amp; Consulting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or AGBU 4386 Agriculture &amp; Food Policy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AGRU 4120 Professional Career Skills</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>AGRI 4388 Prin of Ag Leadership/Comm Dev</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ANSC 3363 Anatomy &amp; Physiology of the Domestic Animal</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ANSC 3376 Meat Science</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or ANSC 4398 Animal Diseases &amp; Public Hlth</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or AGRI 4350 Agricultural Biosecurity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 hours Advanced Electives from: AGRI, AGBU, ACOM, AGET, AGED, ANSC, EQSC, PLSC or WMGT</td>
<td>5</td>
</tr>
<tr>
<td>MCOM Courses</td>
<td>MCOM 1330 Analysis of Electronic Culture</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MCOM 1332 Writing For Mass Media</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MCOM 1371 Audio Production &amp; Performance</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MCOM 2371 TV &amp; Film Production</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MCOM 2382 Design for PR &amp; Advertising</td>
<td>3</td>
</tr>
</tbody>
</table>
 Bachelor of Science, Major in Agricultural Communications

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOM 3381</td>
<td>Principles Of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 3383</td>
<td>Writing for PR &amp; Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 3388</td>
<td>Sales and Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 4365</td>
<td>Online 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>3</td>
<td></td>
</tr>
<tr>
<td>Minor (If Required)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td>120</td>
<td></td>
</tr>
</tbody>
</table>

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

### First Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRI 1131</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>ANSC 1319</td>
<td>&amp; ANSC 1119</td>
<td>4</td>
</tr>
<tr>
<td>ENGL 1301</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1324</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 1330</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGBU 2385</td>
<td>3 MATH 1369 or STAT 1369</td>
<td>3</td>
</tr>
<tr>
<td>AGRI 1309</td>
<td>3 MCOM 2371</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1302</td>
<td>3 MCOM 2382</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 1371</td>
<td>3 POLS 2306</td>
<td>3</td>
</tr>
<tr>
<td>POLS 2305</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

### Third Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area III</td>
<td>4 Component Area III</td>
<td>4</td>
</tr>
<tr>
<td>Component Area IV</td>
<td>3 AGBU 3361</td>
<td>3</td>
</tr>
<tr>
<td>Component Area V</td>
<td>3 ANSC 3376, 4398, or AGRI 4350</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 3363</td>
<td>3 MCOM 3383</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 3381</td>
<td>3 MCOM 3388</td>
<td>3</td>
</tr>
</tbody>
</table>

### Fourth Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area IX</td>
<td>3 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>3</td>
</tr>
<tr>
<td>AGRI 4120</td>
<td>1 AGRI, AGBU ACOM, AGED, AGET, ANSC, EQSC, PLSC or WMGT Advanced Elective</td>
<td>2</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Hours</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>AGBU 4340, 4363, or 4386</td>
<td>3 MCOM 4365</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 4371</td>
<td>3 MCOM Advanced Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

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.