The minor in Agricultural Communication is designed to provide students with basic knowledge and skills in communication related to agricultural and environmental sciences. Courses in the minor will develop oral and written communication skills, and the use of electronic technologies to effectively communicate science-based information. This minor is designed for students interested in careers in marketing, government relations, sales, advertising and non-profit organizations.

**Required foundational courses (20 credit hours)**
- Agr Comm 200 – Introduction to Agricultural Communication (5)
- Agr Comm 300 – Publication Design and Production (5)
- Agr Comm 350 – Advanced Agricultural Communication Technology (5)
- Agr Comm 390 – Oral Expression in Agriculture (5) OR Comm 321 – Principles of Effective Public Speaking (5)

**Choose at least one of the following courses (3-5 credit hours)**
- AED Econ 421 – Salesmanship in Agriculture (3)
- AEE 342 – Fundamentals of Personal and Professional Leadership (5)
- Agr Comm 510 – Campaign Design and Management in Agricultural Organizations (5)
- Agr Comm 650 – Communication Strategies for Change and Development (5)
- Comm 311 – Visual Communication Design (5)
- Comm 611 – Communication and Multimedia (5)
- Rural Soc 662 – Diffusion of Innovations (5)

**Arts and Sciences minor program guidelines**
The following guidelines govern minors:

- **Required for graduation** No
- **Credit hours required** A minimum of 20 (some minors require more)
- **Transfer credit hours allowed** A maximum of 10
- **Overlap with the GEC** Permitted, unless specifically disallowed by an individual minor program.
- **Overlap with the major** Not allowed and
  - The minor must be in a different subject than the major.
  - The same courses cannot count on the minor and on the major.
- **Overlap between minors** Each minor completed must contain 20 unique hours.
- **Grades required**
  - Minimum C- for a course to be listed on the minor.
  - Minimum 2.00 cumulative point-hour ratio required for the minor.
  - Course work graded Pass/Non-Pass cannot count on the minor.

**Approval required** The minor program description sheet indicates if the minor course work must be approved by:
- The academic unit offering the minor, or
- A college/school counselor.

**Filing the minor program form** The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

**Changing the minor** Once the minor program is filed in the college office, any changes must be approved by:
- The academic unit offering the minor, or
- A college/school counselor (depending on the minor).