

AGRICULTURAL COMMUNICATIONS

Modern agriculture, with its diversity and specialization, requires accurate communication between industry leaders and the public. Education in agricultural communications prepares students to provide the necessary communications link mixing the most current media platforms with traditional principles.

By majoring in agricultural communications, students gain communications education with industry specific classes in advertising and public relations, Web design, magazine writing and production, radio and television broadcasting, photography, reporting and newswriting, or research report writing. Opportunities also are available for the student to develop a double-major program with other departments in the Ferguson College of Agriculture.

For the graduate with a bachelor's degree in agricultural communications, career opportunities are abundant in the agricultural production industry and in service organizations as well as with publishing firms, broadcast stations, trade publications or related media.

Courses

AGCM 2113 Introduction to Agricultural Communications

Prerequisites: ENGL 1213 or 1413. Major in AGCM or consent of instructor.

Description: Fundamentals of agricultural news writing and other communication methods. Careers in and the role of the media in agriculture and related fields. Previously offered as AGCM 2103 and AGCM 4453.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 3100 Special Topics in Agricultural Communications

Prerequisites: Consent of instructor.

Description: Investigation of specialized and/or advanced topics and issues related to agricultural communications. Previously offered as AGCM 3101. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Ag Ed, Comm & Leadership

AGCM 3103 Written Communications in Agricultural Sciences and Natural Resources

Prerequisites: ENGL 1213; College of Agricultural Sciences and Natural Resources student.

Description: Understanding and application of writing principles and communications theory as related to public issues in agriculture, food and natural resources.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 3113 Writing and Editing for Agricultural Publications

Prerequisites: AGCM 2113 with a grade of "C" or better; major in agricultural communications.

Description: Interviewing, reporting, writing, and editing for agricultural publications.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 3123 Audio and Video Storytelling in Agricultural Communications

Prerequisites: Grade of "C" or better in AGCM 2113; Grade of "C" or better in AGCM 3233 or AGCM 4233, or concurrent enrollment in AGCM 3233.

Description: Exploration and application of audio and video media storytelling techniques for agricultural communicators as used in promoting, marketing and communicating about agriculture, food, natural resources and the environment.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 3203 Oral Communications in Agricultural Sciences & Natural Resources (S)

Prerequisites: Student in the College of Agricultural Sciences and Natural Resources.

Description: Application of oral communications skills used in the dissemination of information related to agricultural sciences and natural resources, and related topics. Acquisition of interpersonal communications skills and small group, impromptu and professional presentation skills.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

General Education and other Course Attributes: Social & Behavioral Sciences

AGCM 3213 Layout and Design for Agricultural Publications

Prerequisites: AGCM 2113 with a "C" or better; major in agricultural communications.

Description: Fundamentals of layout and design as applied to agricultural publications. Practical application of design principles, typography, design software and printing practices.

Credit hours: 3

Contact hours: Lecture: 1 Lab: 4 Contact: 5

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 3223 Digital and Online Media in Agricultural Communications

Prerequisites: AGCM 2113 and AGCM 3213 with a "C" or better; major in agricultural communications.

Description: Fundamentals of using digital and online media and mass communication for agriculture and natural resources, including web, social media and email marketing. Practical application of theory and skills related to design, management and evaluation of digital and online media.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 3233 Basic Photography and Photo Editing for Agriculture

Prerequisites: AGCM 2113 with a "C" or better; major in agricultural communications.

Description: Beginning course focusing on photographic equipment, related software and photo composition in an agricultural setting.

Credit hours: 3

Contact hours: Lecture: 1 Lab: 2 Contact: 5 Other: 2

Levels: Undergraduate

Schedule types: Independent Study, Lab, Lecture, Lecture Lab Indep Study

Department/School: Ag Ed, Comm & Leadership

AGCM 3503 Issues Management and Crisis Communications in Agriculture and Natural Resources

Prerequisites: Junior or senior standing; Major in CASNR.

Description: Theoretical perspectives and practical applications of issues management, crisis management, and crisis communications principles. Development of knowledge, skills, and abilities necessary for identifying and managing issues faced by organizations; leading organizations through crises; and communicating before, during and after crisis.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 4113 Features Writing and Editing for Agricultural Publications

Prerequisites: AGCM 3113 with a grade of "C" or better; major in agricultural communications or consent of instructor.

Description: Brainstorming, researching, interviewing, developing, writing and editing feature stories for agricultural publications. May not be used for degree credit with AGCM 5113.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 4203 Professional Development in Agricultural Communications

Prerequisites: AGCM 2113 with a "C" or better; major in agricultural communications.

Description: Professional preparation and personal development for careers in agricultural communications, including business communications writing, resume and portfolio development, presentation delivery, financial planning and management, networking, and job interview skills.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 4233 Agricultural Photography Tour

Description: Agricultural photography travel course focused on advanced composition techniques including but not limited to night photography, portraits, painting, etc. Students will be exposed to many cultural and agricultural sites from a photographic perspective. No credit for students with credit in AGCM 5233.

Credit hours: 3

Contact hours: Lecture: 1 Lab: 4 Contact: 5

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 4300 Internships in Agricultural Communications

Prerequisites: Consent of internship coordinator and adviser.

Description: Supervised work experience with approved employers in agricultural communications. Presentation required following the internship experience. Previously offered as AGCM 4500. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Contact: 1-6 Other: 1-6

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Ag Ed, Comm & Leadership

AGCM 4403 Planning Campaigns for Agriculture and Natural Resources

Prerequisites: AGCM 3113, AGCM 3213 and AGCM 3223 with a "C" or better; major in agricultural communications.

Description: Communications campaign development for agriculture and natural resources activities and issues, including development of materials, budgets and contracts.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 4413 Agricultural Communications Capstone

Prerequisites: AGCM 3213 and AGCM 3233 or AGCM 4233, and AGCM 4113 with a "C" or better; senior or graduate standing in agricultural communications.

Description: The development of an agricultural magazine through advanced feature writing and editing, page layout, graphic design, photography, and sponsor communications as well as an understanding of the printing process. May not be used for degree credit with AGCM 4413.

Credit hours: 3

Contact hours: Lecture: 1 Lab: 4 Contact: 5

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 4990 Problems in Agricultural Communications

Prerequisites: Consent of instructor.

Description: Small group and individual study and research in problems relating to communications within the agricultural sector and from the agricultural sector to other constituencies. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Contact: 1-6 Other: 1-6

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Ag Ed, Comm & Leadership

AGCM 5000 Research and Thesis**Prerequisites:** Graduate standing.**Description:** Independent research and thesis under the direction and supervision of a major professor. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Ag Ed, Comm & Leadership**AGCM 5100 Special Topics in Agricultural Communications****Prerequisites:** Consent of instructor.**Description:** Investigation of specialized and/or advanced topics and issues related to agricultural communications. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Ag Ed, Comm & Leadership**AGCM 5103 History and Philosophical Foundations of Agricultural Communications****Prerequisites:** Graduate standing.**Description:** Discussion of the history, philosophical foundations and current issues regarding agricultural communications and the land-grant system.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5113 Features Writing and Editing for Agricultural Publications****Prerequisites:** AGCM 3113 with a grade of "C" or better; major in agricultural communications or consent of instructor.**Description:** Brainstorming, researching, interviewing, developing, writing and editing feature stories for agricultural publications. May not be used for degree credit with AGCM 4113.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5123 Advanced Audio and Video Storytelling in Agricultural Communications****Description:** Application of audio and video storytelling concepts to communicating about issues in agriculture, food, natural resources, and the environment.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Ag Ed, Comm & Leadership**AGCM 5132 Writing for Scholarly Publications in Agricultural Sciences and Natural Resources****Description:** Development of scientific writing skills for agricultural sciences and natural resources disciplines, including research proposals, theses, dissertations, conference papers, and journal articles.**Credit hours:** 2**Contact hours:** Lecture: 2 Contact: 2**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5133 Agricultural Photography and Photo Editing****Description:** Photographic history, theory and research along with practical knowledge in equipment, software, composition, and the photographic light triangle. May not be used for degree credit with AGCM 3233.**Credit hours:** 3**Contact hours:** Lecture: 1 Lab: 2 Contact: 5 Other: 2**Levels:** Graduate**Schedule types:** Independent Study, Lab, Lecture, Lecture Lab Indep Study**Department/School:** Ag Ed, Comm & Leadership**AGCM 5203 Theory and Practice in Agricultural Communications****Prerequisites:** Graduate standing.**Description:** The study of major communication theories and theorists in the context of agricultural communications.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5213 Advanced Concepts in Agricultural Publishing****Prerequisites:** Graduate standing.**Description:** Analysis, redesign and creation of agricultural publications. Evaluation of audience, production, advertising and editorial content.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Ag Ed, Comm & Leadership**AGCM 5223 Digital and Online Media in Agricultural Communications****Prerequisites:** Consent of instructor.**Description:** Fundamentals of using digital and online media and mass communication for agriculture and natural resources, including web, social media and email marketing. Practical application of theory and skills related to design, management and evaluation of digital and online media. May not be used for degree credit with AGCM 3223.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Ag Ed, Comm & Leadership

AGCM 5233 Agricultural Photography Tour

Description: Agricultural photography travel course focused on advanced composition techniques including but not limited to night photography, portraits, painting, etc. Students will be exposed to many cultural and agricultural sites from a photographic perspective. No credit for students with credit in AGCM 4233.

Credit hours: 3

Contact hours: Lecture: 1 Lab: 4 Contact: 5

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 5303 Communicating Ethical Issues in Agriculture

Prerequisites: Graduate standing.

Description: An introduction to communicating ethical theories in the context of agriculture. Ethical theory and current research are used to critique contemporary issues in agriculture.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 5403 Public Relations Campaigns in Agricultural Sciences and Natural Resources

Prerequisites: AGCM 5213.

Description: Public relations campaign development for agriculture and natural resources organizations and issues, including public relations theory, strategic planning and campaign material development. No credit for students with credit in AGCM 4403.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 5413 Agricultural Communications Capstone

Credit hours: 3

Contact hours: Lecture: 1 Lab: 4 Contact: 5

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Ag Ed, Comm & Leadership

AGCM 5503 Risk and Crisis Communication in Agricultural Sciences and Natural Resources

Description: Development of risk and crisis communication skills and knowledge with special emphasis in agricultural sciences and natural resources.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Ag Ed, Comm & Leadership

AGCM 5990 Advanced Studies in Agricultural Communications

Prerequisites: Consent of supervising professor.

Description: Individual and small group study or research in agricultural communications topics and issues. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Contact: 1-6 Other: 1-6

Levels: Graduate

Schedule types: Independent Study

Department/School: Ag Ed, Comm & Leadership

Undergraduate Programs

- Agricultural Communications, BSAG (<http://catalog.okstate.edu/ferguson-college-agriculture/agricultural-communications/bsag/>)
- Agricultural Communications: Agribusiness Double Major, BSAG (<http://catalog.okstate.edu/ferguson-college-agriculture/agricultural-communications/agribusiness-double-major-bsag/>)
- Agricultural Communications: Animal Science Double Major, BSAG (<http://catalog.okstate.edu/ferguson-college-agriculture/agricultural-communications/animal-science-double-major-bsag/>)

Graduate Programs

The Master of Science degree in Agricultural Communications is designed to build mastery of knowledge in key areas such as communication theory, history, philosophy, technology, advanced communication skills and research and data analysis. The Master of Science degree in agricultural communications reflects the distinctive body of knowledge, research base, professional delivery, and program focus of the discipline. In addition, the program introduces and requires students to apply research tools and methods.

The Master of Science program serves two primary purposes:

1. Encouraging mastery of discipline-specific knowledge with an introduction to research and data analysis, and
2. Offering discipline-specific knowledge with professional application to the work setting.

The Master of Science program offers students two options for completion of the degree: thesis option and formal report option. The thesis option requires 30 approved credit hours of coursework, which includes a six-credit hour formal thesis following the graduate college format. The formal report option requires 32 approved semester credit hours of coursework, including a two-credit hour formal report.

Students applying for the Master of Science program without a background in the appropriate option will be expected to complete coursework to bring their preparation to an acceptable level.

The Doctor of Philosophy program in Agricultural Education, Communications and Leadership is designed to prepare graduates for careers in professional education, supervision, administration, curriculum development and other areas of professional leadership in agriculture, agricultural extension, career and technology, and agricultural communications. Within the minimum 60-credit hour requirement, 15 credit hours must be completed in the core area. In addition, 15 credit hours must be completed in an area of specialization such as agricultural Extension, technical agriculture, educational administration, or other similar areas. The additional hours include 15 hours of research design and statistics and 15 hours for the dissertation.

Admission Requirements

All students accepted into the agricultural communications Master of Science degree program will be expected to meet all University and Graduate College requirements and to have earned a degree in agricultural communications or related field from an accredited university. Applicants from outside agricultural communications will be required to complete prerequisite courses equivalent to the knowledge and competencies expected in the agricultural communications undergraduate program.

An undergraduate grade-point average of 2.80 overall on a 4.00 scale or 3.00 in the last 30 hours is required. The applicant must complete the

Graduate Record Examination, submit a statement of goals for pursuing the master's degree, and submit letters of reference from at least three people knowledgeable of the applicant's professional qualifications. These references should include statements relating to:

1. The applicant's success in professional settings or commitment to professions allied with the disciplines in the College of Agricultural Sciences and Natural Resources,
2. The applicant's prior academic record as a reflection of ability to succeed in a Master of Science program, and
3. The applicant's potential for success in research, writing and course work at the Master of Science level.

If such references are not available, the applicant should submit references from one or more faculty members familiar with the applicant's academic career. Other references should be from individuals capable of addressing the applicant's ability to successfully complete a Master of Science program.

Review Process for Admission

The Office of the Associate Dean of Graduate Studies manages all procedures and records pertinent to admission. The admission process is ongoing with admission recommendations rendered by the graduate faculty in the department. To be eligible for committee review, each applicant must submit an application for admission to the Graduate College, transcripts of all academic records, reference letters, goal statement and GRE scores.

Faculty

Robert Terry, Jr., PhD—Professor and Head

Professors: D. Dwayne Cartmell, PhD; M. Craig Edwards, PhD; Shelly R. Legg, PhD; Jon W. Ramsey, PhD; J. Shane Robinson, PhD

Associate Professor: Angel Riggs, PhD

Assistant Professors: Courtney Brown, PhD; Lauren Cline, PhD; Bradley Coleman, PhD; Chris Eck, PhD; Audrey, King, PhD; Quisto Settle, PhD

Lecturers: Kenna Sandburg, MS; Nathan Smith, MS; Kaylee Travis, MS