

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.