Agricultural Communication and Journalism, BS

Emphases: Broadcast/Electronic Media; Print Journalism; Public Relations/Corporate Communications
Department: School of Applied Sciences, Technology and Education
College: College of Agriculture and Applied Sciences

Overview

About This Degree

USU is the only university in the state where students can get a degree in agricultural communications and journalism. This program combines courses in journalism and agriculture to develop a well-rounded agricultural communications professional. There is a high demand for communications professionals with knowledge and background in agriculture because ag-related industry, from farming and livestock to food production and human nutrition, encompasses a significant portion of careers worldwide.

This program is also unique because students graduate with two degrees – a BS in agricultural communications and journalism and a BS in journalism. This means that students are able to work in the broad field of journalism, but they also have the knowledge and qualifications to specialize in agricultural communications careers. Students take coursework in a variety of technical agricultural disciplines, including animal science, plant science, agricultural economics, textiles, and biotechnology. This training provides students with the basic knowledge to draw from as they communicate the importance of the food and fiber industry.

Students may elect to concentrate their coursework within one of the three journalism major emphases, or they may construct an individually designed concentration with the approval of the Journalism and Communication Department faculty.

Career Options

With a degree in agricultural communication and journalism, students can pursue the following careers, both in the broad field of communication and for ag-specific corporations and publications:

Broadcast/Electronic Media Emphasis

- News anchor
- TV broadcaster
- Videographer
- TV producer/director
- Reporter
- Editor
- News director
- Radio broadcaster
- Agricultural information specialist
- Agricultural journalism educator
- Lobbyist
- Photographer
- Extension agent
- Congressional aide

Print Journalism Emphasis

- News writer
- Reporter
- Editor
- News director
- Free-lance writer/editor
- Agricultural information specialist
- Agricultural journalism educator
- Graphic designer
- Lobbyist
- Photographer

- Extension agent
- Congressional aide

Public Relations/Corporate Communications Emphasis

- Public relations specialist
- Marketing representative
- Web content manager
- Editor
- Corporate, government communicator
- Free-lance writer/editor
- Agricultural information specialist
- Agricultural journalism educator
- Event planner
- Graphic designer
- Lobbyist
- Photographer
- Extension agent
- Congressional aide

Career Services provides counseling and information on hundreds of job and internship opportunities and even helps students apply and interview.

What it takes

Admissions Requirements

In addition to Utah State University's admissions requirements, the agricultural communication and journalism program has additional requirements:

- **Freshmen:** New freshmen admitted to USU in good standing qualify for admission to this major.
- **Transfer Students:** Transfer students from other institutions and students transferring from other USU majors need a 2.75 total GPA for admission to this major.

International students have additional admissions requirements.

Major Requirements

Click here to see course requirements for the **Bachelor of Science**.

Contact

Advising

All new USU students participate in a New Student Orientation program, where they receive detailed information about major requirements, registering for classes, and other important advising information.

Taylor Adams
Academic Advisor and Recruitment Specialist
Office: AGRS 420
Phone: 435-797-7091
Email: taylor.adams@usu.edu

Get Involved

Professional Organizations, Honor Societies, and Clubs

Agricultural Communicators of Tomorrow: ACT is the professional organization for students majoring in agricultural communication and journalism. While membership is open to all USU students, goals and activities are

designed to prepare graduates for careers relating to agricultural public relations, broadcast journalism, and print journalism. Activities include professional development designed to cultivate the skills and knowledge necessary for success in the profession, build relationships between students and professionals, and nurture lifelong professional relationships.

Society of Professional Journalist: Members of SPJ believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the society share a dedication to ethical behavior and adopt this code to declare the society's principles and standards of practice.

Aggie Radio: Aggie Radio is Utah State University's full-time radio station operated entirely by students. In partnership with Utah Public Radio, it provides Cache Valley with a quality college radio station through Internet streaming.

Aggie TV: Aggie Television is Utah State University's own private cable TV system. It broadcasts an exciting and varied line-up of channels to more than 20,000 students, on-campus residents, faculty, and staff. Award-winning programs include Aggie TV News and Cache Rendezvous. Students working with Aggie TV have access to a multimedia computer news room, a digital non-linear video editing lab, and a full TV studio.

Collegiate FFA: Collegiate FFA is the service arm to the National FFA Organization. USU Collegiate FFA members serve the agricultural industry, the agricultural education profession, and the FFA at the local, state, and national levels.

Collegiate Young Farmers and Ranchers: The USU Collegiate Young Farmers and Ranchers chapter is associated with the Utah Farm Bureau Federation and is open to all USU students with an interest in agriculture regardless of major.

Hard News Café: Hard News Café started in 1996 as the first independent student news website in the country. Hard News Café is an award-winning online newspaper written and operated by students. Hard News Café partners with two local newspapers: *Cache Valley Daily* and the *Smithfield Sun*.

Public Relations Students Society of America: PRSSA is a student chapter of Public Relations Society of America, the world's largest and foremost organization of public relations professionals. PRSA provides professional development, sets standards of excellence, and upholds principles of ethics for its members. The society also advocates for greater understanding and adoption of public relations services and acts as one of the industry's leading voices on the important business and professional issues of our time.

True Blue Communication: True Blue Communication is a student firm with real-life business clients. The firm allows students to have hands-on experience working with a client for either internship credit or pay. Students mainly focus on the public relations and marketing aspects of business.

Utah Statesman: The Utah Statesman is the student newspaper of Utah State University, an independent newspaper published three times each week of the academic school year. During summer semester, news can be found at Statesman Online. The Statesman is a student activity, open to students of all majors and class rank.

Labs, Centers, Research

With the second oldest undergraduate research program in the nation, USU offers students a wide range of opportunities to gain hands-on research experience. The Undergraduate Research and Creative Opportunities program allows students to apply for grants and receive funding. USU's Honors Program prepares students for excellent graduate programs by helping them build relationships with professors, participate in research projects, take smaller, more intensive classes, and develop leadership skills.