

Admission Requirements For This Major

1. New freshmen admitted to USU in good standing qualify for admission to this major.
2. Transfer students from other institutions need a 2.75 total GPA for admission to this major in good standing.
3. Students transferring from other USU majors need a total GPA of 2.75 for admission to this major in good standing.

The Program

Agricultural Communication and Journalism is a field of study designed to transfer technological ideas and change people's behaviors. The agricultural production and processing industry is faced with issues of image, ethics, and survival. Production systems have increased capacities that enable farmers and ranchers to produce the commodities to feed this nation and much of the world's population. Processors, marketers, and distributors have demonstrated a high level of efficiency. Yet, American agriculture comes under fire from consumers, government agencies, and environmental interest groups within this country and internationally. The greatest deficiency of agricultural production and processing is the effective communication of ideals and standards to wide and varied audiences. A significant demand exists in agribusiness and related fields for skilled communicators. This program combines courses in journalism and agriculture to develop a well-rounded agricultural communications professional.

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. This program is designed so that students may complete a dual major in Journalism.

Departmental Policies

Departmental Standards. All graduates from the department must satisfy requirements for the basic core curriculum and meet the following three minimum requirements: (1) Grade point average must be 2.75 or higher in all courses required for the major. (2) Courses required for the major may be repeated only once to improve a grade. (3) Courses required for the major may not be taken for *pass-fail* credit.

General Catalog. A *General Catalog* may be obtained by phoning Express-a-book at one of the following numbers: (800) 662-3950, (435) 797-3950, or FAX (435) 797-8261. The *General Catalog* may also be purchased at the USU Bookstore or viewed online at: <http://www.usu.edu/generalcatalog/>

Career Opportunities

The **Bachelor of Science (BS) Degree** in Agricultural Communication and Journalism prepares an individual to begin a career in various media professions within an agricultural setting, such as newspapers, radio and TV broadcasting, and public relations. Many students serve as interns while still attending the University. Upon graduating with an Agricultural Communication and Journalism degree, students are qualified to serve in a variety of capacities with both journalism businesses and other industries requiring professionals having excellent communication and problem-solving skills. Graduates will hold a powerful degree with a background in journalism and communication, as well as in agriculture.

Degrees and Programs Offered Through This Department

Agricultural Machinery Technology:

- One-year Technology Certificate
- Associate of Applied Science (AAS)

Agricultural Education:

- Bachelor of Science (BS)

Agricultural Systems Technology:

- Bachelor of Science (BS)
 - Agricultural Mechanization Emphasis
 - Agribusiness Emphasis
- Master of Science (MS)
 - Agricultural Mechanization Specialization
 - International Agricultural Extension Specialization
 - Agricultural Extension Education Specialization
 - Family and Consumer Sciences Education and Extension Specialization
 - Secondary and Postsecondary Agricultural Education Specialization

Family and Consumer Sciences Education:

- Bachelor of Science (BS)

Agricultural Communication and Journalism:

- Bachelor of Science (BS) offered jointly with Journalism and Communication Department

Academic Advisement

All students should contact their academic advisor for assistance with course selection, program planning, and meeting graduation requirements. If they do not know who their advisor is, students should contact their department, college, or the Office of University Advising.

**Graduation Requirements:
BS Degree in Agricultural Education**

Minimum University Requirements*

Total credits	120
Grade point average (most majors require higher GPA)	2.00 GPA
Credits of C- or better	100
Credits of upper-division courses (#3000 or above)	40
USU credits	30
(20 of which must be upper division, including 10 required by major)	
Completion of approved major program of study	See department
Credits in minor (if required by department)	12
Credits in American Institutions (ECN 1500; HIST 1700, 2700, or 2710; POLS 1100; or USU 1300)	3
University Studies requirements	See next page

*Colleges and departments may require more credits or a higher GPA. See requirements on this sheet.

University Studies Requirements for Agricultural Communication and Journalism Major

Note: Approved University Studies courses and requirements are listed in the *General Catalog*. The most current listings are shown online at: <http://www.usu.edu/generalcatalog/>

General Education Requirements (31-34 credits)

Competency Requirements (10 credits)

Communications Literacy (CL1 and CL2) (6 credits)

ENGL 1010 (CL1) (3 credits) or satisfactory AP, CLEP, IBO, ACT, or SAT score

AND

ENGL 2010 (CL2) (3 credits) or satisfactory IBO score

Quantitative Literacy (QL) (4 credits)

MATH 1050 (4 credits)

OR

One MATH or STAT course requiring MATH 1050 as a prerequisite

OR

Satisfactory AP, CLEP, IBO, ACT, or SAT score

Computer and Information Literacy (0 credits)

Passing grade on six computer and information literacy related examinations. (Effective Spring Semester 2010, students must fulfill this requirement prior to enrolling in ENGL 2010.)

Breadth Requirements (18-20 credits)

Select at least one approved course from each of the following six categories: **American Institutions (BAI)**, **Creative Arts (BCA)**, **Humanities (BHU)**, **Life Sciences (BLS)**, **Physical Sciences (BPS)**, and **Social Sciences (BSS)**. At least two of the six breadth courses must be University Studies courses with a **USU prefix** (excluding USU 1000, 1010, 1100, 3330, 4900, and 6900). (CLEP or AP credit may be used.) The following courses, which are required for the Agricultural Communication and Journalism, major, will fulfill the following breadth requirements:

- **ECN 1500:** fulfills Breadth American Institutions (BAI)
- **USU 1350:** fulfills Breadth Life Sciences (BLS)
- **CHEM 1010:** fulfills Breadth Physical Sciences (BPS)
- **JCOM 1500:** fulfills Breadth Social Sciences (BSS)

Exploration Requirement (3-4 credits)

Choose an additional class from one of the following General Education categories: QL, BAI, BCA, BHU, BLS, BPS, or BSS. For students who desire to select an additional QL course, STAT 1040 is suggested.

Depth Education Requirements

Communications Intensive (CI) (2 courses)

ASTE 3050 and 5260 will meet this requirement.

Quantitative Intensive (QI) (1 course)

FCSE 3030 will meet this requirement.

Depth Course Requirements (4 credits minimum, including 2 credits minimum completed in each of two courses)

Complete at least 2 credits in approved 3000-level or above courses from each of the following two categories: **Humanities and Creative Arts (DHA)** and **Social Sciences (DSS)**. APEC 3010 or JCOM 4030 will meet the DSS requirement.

Agricultural Communication and Journalism Major Courses (56 credits)

University Studies (see requirements listed above)

Technical Agriculture Courses (18 credits)

	Credits
<input type="checkbox"/> ADVS 1110 Introduction to Animal Science (F,Sp)	4
<input type="checkbox"/> APEC 3010 (DSS) Introduction to Agricultural Economics and Agribusiness (Sp)	3
<input type="checkbox"/> FCSE 3030 (QI) Textile Science	4
<input type="checkbox"/> NFS 2040 Introduction to Biotechnology (Sp).	1
<input type="checkbox"/> Upper-division College of Agriculture elective courses	6

Agricultural Communication Courses (20 credits)

Credits

<input type="checkbox"/> ASTE 1710 Introduction to Agricultural Communication (F).	3
<input type="checkbox"/> ASTE 2830 Agribusiness Sales and Marketing (F)	3
<input type="checkbox"/> ASTE 2900 (BSS) Humanity in the Food Web (F,Sp)	3
<input type="checkbox"/> ASTE 3050 (CI) Technical and Professional Communication Principles in Agriculture (F,Sp).	3
<input type="checkbox"/> ASTE 3100 Leadership Applications in Agricultural Science, Management, and Development (Sp)	2
<input type="checkbox"/> ASTE 4900 Senior Project: Agricultural Publications (Sp)	3
<input type="checkbox"/> ASTE 5260 (CI) Environmental Impacts of Agricultural Systems (F) . . .	3

Journalism and Communication (15 credits)

<input type="checkbox"/> JCOM 1130 Beginning Newswriting for the Mass Media (F,Sp,Su)	3
<input type="checkbox"/> JCOM 1500 (BSS) Introduction to Mass Communication (F,Sp).	3
<input type="checkbox"/> JCOM 2010 (BSS) Media Smarts: Making Sense of the Information Age (F,Sp).	3
<input type="checkbox"/> JCOM 2160 (CI) Introduction to Online Journalism (F,Sp)	3
<input type="checkbox"/> JCOM 4030 (DSS) Mass Media Law (F,Sp)	3

Public Relations/Corporate Communication Concentration (example)

Note: Agricultural Communication and Journalism students may elect to concentrate their coursework within one of the three Journalism major emphases (broadcast/electronic media, print journalism, or public relations/corporate communication), *or* they may construct an individually designed concentration with the approval of the Journalism and Communication Department faculty.

Credits

<input type="checkbox"/> JCOM 2300 Introduction to Public Relations (F,Sp)	3
<input type="checkbox"/> JCOM 2310 (CI) Writing for Public Relations (F,Sp)	3
<input type="checkbox"/> JCOM 3300 (DSS) Strategic Research Methods in Public Relations (F,Sp).	3
<input type="checkbox"/> JCOM 5300 (CI) Case Studies in Public Relations (F,Sp)	3
<input type="checkbox"/> Elective skills course	3

Non-Agriculture/Communication Electives

Additional elective courses in fields *other than* agriculture and communication must be taken to complete the remainder of the minimum 120 credits required for graduation.

Suggested Four-year Course of Study for Agricultural Communication and Journalism Major

Freshman Year (32 credits)

Fall Semester (17 credits)

Credits

<input type="checkbox"/> ASTE 1710 Introduction to Agricultural Communication	3
<input type="checkbox"/> ADVS 1110 Introduction to Animal Science	4
<input type="checkbox"/> ENGL 1010 (CL1) Introduction to Writing: Academic Prose	3
<input type="checkbox"/> MATH 1050 (QL) College Algebra	4
<input type="checkbox"/> Non-Agriculture/Communication elective course	3

Spring Semester (15 credits)

<input type="checkbox"/> CHEM 1010 (BPS) Introduction to Chemistry.	3
<input type="checkbox"/> JCOM 1130 Beginning Newswriting for the Mass Media.	3
<input type="checkbox"/> JCOM 1500 (BSS) Introduction to Mass Communication.	3
<input type="checkbox"/> Breadth Creative Arts (BCA) course	3
<input type="checkbox"/> Non-Agriculture/Communication elective course	3

Sophomore Year (27 credits)

Fall Semester (15 credits)

<input type="checkbox"/> ASTE 2830 Agribusiness Sales and Marketing	3
<input type="checkbox"/> ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode	3
<input type="checkbox"/> JCOM 2010 (BSS) Media Smarts: Making Sense of the Information Age	3
<input type="checkbox"/> USU 1350 (BLS) Integrated Life Science.	3
<input type="checkbox"/> Breadth Humanities (BHU) course.	3

Spring Semester (12 credits)	Credits
<input type="checkbox"/> ASTE 3100 Leadership Applications in Agricultural Science, Management, and Development	2
<input type="checkbox"/> ECN 1500 (BAI) Introduction to Economic Institutions, History, and Principles	3
<input type="checkbox"/> JCOM 2160 (CI) Introduction to Online Journalism	3
<input type="checkbox"/> NFS 2040 Introduction to Biotechnology	1
<input type="checkbox"/> Quantitative Intensive (QI) course	3

Junior Year (31 credits)

Fall Semester (15 credits)	
<input type="checkbox"/> ASTE 2900 (BSS) Humanity in the Food Web	3
<input type="checkbox"/> ASTE 3050 (CI) Technical and Professional Communication Principles in Agriculture	3
<input type="checkbox"/> JCOM 2300 Introduction to Public Relations	3
<input type="checkbox"/> Upper-division Agriculture elective course	3
<input type="checkbox"/> Depth Humanities and Creative Arts (DHA) course	3

Spring Semester (16 credits)	
<input type="checkbox"/> APEC 3010 (DSS) Introduction to Agricultural Economics and Agribusiness	3
<input type="checkbox"/> FCSE 3030 (QI) Textile Science	4
<input type="checkbox"/> JCOM 4030 (DSS) Mass Media Law	3
<input type="checkbox"/> Upper-division Agriculture elective course	3
<input type="checkbox"/> Non-Agriculture/Communication elective course	3

Senior Year (24-27 credits)	Credits
Fall Semester (15 credits)	
<input type="checkbox"/> ASTE 5260 (CI) Environmental Impacts of Agricultural Systems . . .	3
<input type="checkbox"/> JCOM 2310 (CI) Writing for Public Relations	3
<input type="checkbox"/> JCOM 3300 (DSS) Strategic Research Methods in Public Relations	3
<input type="checkbox"/> JCOM elective course	3
<input type="checkbox"/> Non-Agriculture/Communication elective course	3

Spring Semester (9-12 credits)	
<input type="checkbox"/> ASTE 4900 Senior Project: Agricultural Publications	3-6
<input type="checkbox"/> JCOM 5300 (CI) Case Studies in Public Relations	3
<input type="checkbox"/> Non-Agriculture/Communication elective course	3

Requirement Changes

Graduation requirements shown on this sheet are subject to change. Students should check with their departments concerning possible changes.

Materials for Persons with Disabilities

This requirement sheet is available in digital format, recordings, or large print upon request to the USU Disability Resource Center.

For information contact

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