Degree: Bachelor of Science (B.S.)
Major: Rural Studies
Track: Agricultural Communication

The Agricultural Communication track of the Rural Studies major prepares students to work in ag-related agencies and enterprises that focus on production agriculture, such as farm broadcasting, agricultural chemical sales, agricultural publications related to specific or broad-based agricultural specialties; and to serve as communication specialists or public relations agents for agricultural commodity organizations, businesses, or non-profits. It also prepares students to enter graduate school in Ag Communication.

Core Curriculum: Areas A-E (See ABAC Core Curriculum, Area B using at least 4 hours AND Area D Non-Science option) 42 hours

Core Curriculum Area F: 18 hours
Choose 3 courses from the following list of courses:
- AECO 1150, AECO 2200 or ACCT 2101, AECO 2260, AENT 1113, AGRP 1125, AGRY 2020, ASLH 2010, HORT 2201

Choose 3 courses from the following list of courses not used elsewhere in the core or Area F.
- AECO 1150, AECO 2200 or ACCT 2101, AECO 2260, AENT 1113, AGRP 1125, AGRY 2020, ASLH 2010, AENT 1113, BUSA 2105, CISM 2201, COMM 1110, COMM 2100, COMM 2300, ENGL 2401, ENGL 2402, JRNL 1101, JRNL 2510, JRNL 2610

*See advisor for assistance with Area F course selection.

Foundation Courses: 15 hours
- COMM 3100 Professional Communication Methods 3
- ENGL 4010 Introduction to Professional Writing 3
- RLST 3000 Introduction to Rural Studies 3
- RLST 4790(A, B or C) Rural Studies Internship 3
- RLST 4980 Capstone Seminar: Senior Project 3

Track Courses: 30 hours
Choose 30 hours from the following:
- COMM 3325 Intercultural Communication 3
- COMM 3850 Introduction to Public Relations 3
- COMM 4000 Mass Media Industries 3
- COMM 4210 Communication Ethics 3
- COMM 4500 Persuasive Communication 3
- ENGL 3020 Advanced Composition 3
- ENGL 3050 Writing the Rural Life 3
- ENGL 3115 Visual Rhetoric and Document Design 3
- ENGL 3125 Writing for Contemporary Media 3
- ENGL 3300 Literature of Rural America 3
- ENGL 3325 Literature and Film: Representing the Rural 3
- ENGL 4760 Survey of Southern Literature 3
- ENGL 4010 Professional Writing 3
- ENGL 4030 Editing 3
- ENGL 4310 Topics in Rural Literature 3
- RLST 4020 Proposal and Grants Writing 3

Diversified Agriculture Courses: 9 hours upper division course work required
Choose 9 hours from the following:
- AECO 3430, AECO 3800, AGRP 3240, AGRY 3510, AENG 3300, ASLH 3120, ASLH 4405, AGRI 4500, AECO 4100, AECO 4710, AENG 3101, AENG 3201, AGRP 3320, AGRP 4422, AGRY 3030, ASLH 3110, ASLH 3318, ASLH 4110, ASLH 4205, GLST 3700(A or B), MGMT 3670, MKTG 3800

General Rural Studies Elective Courses: 6 hours
(Prerequisites for these courses should be considered when choosing Area F Core Curriculum Courses).
- AECO 3430, AECO 3800, AGRP 3240, AGRY 3510, AENG 3300, ASLH 3120, ASLH 4405, AGRI 4500, AECO 4100, AECO 4710, AENG 3101, AENG 3201, AGRP 3320, AGRP 4422, AGRY 3030, ASLH 3110, ASLH 3318, ASLH 4110, ASLH 4205, GLST 3700(A or B), MGMT 3670, MKTG 3800

General Rural Studies Elective Courses (Must be comprised of courses numbers 3000 or above from any Rural Studies curriculum and not used in the above areas, or GLST 3700(A or B) Global Experiential Learning).

Total hours required for the degree: 120 hours
Plus PHED 1100 and two PE activities courses.

Revised 17 July 2015