

AGRICULTURAL AND EXTENSION (AGRICULTURAL STRATEGIC COMMUNICATIONS) - MASTER OF ARTS (ONLINE)

A Suggested Plan of Study

This Plan of Study assumes student starts program in the fall semester and takes 6 hours per semester. Students starting program in spring or summer semesters would rotate to 2nd or 3rd semester and follow the sequence from that point.

First Year

Semester 1		Credits
AXED 5510	Research Methods	3
JOUR 460V	Sports & Entertainment P.R.	3
Credits		6

Semester 2

AXED 5110	Management of Change, Diffusion, and Adoption of Innovations	3
JOUR 463	Public Relations for Social Impact	3
Credits		6

Semester 3

AXED 5150	Strategic Communications Campaigns and Evaluation	3
AXED 5320	Risk and Crisis Communications in Agricultural, Consumer, and Environmental Sciences	3
Credits		6

Second Year

Semester 4

JOUR 494	Special Topics	3
Select any JOUR 450 or above course (UO-Campus) or any AXED 4500 or above course (UO-Campus)		3
Credits		6

Semester 5

AXED 5994	Creative Component	3
JOUR 470	Environmental, Social, & Governance Public Relations	3
Credits		6
Total Credits		30