

# ACOM-AG COMMUNICATIONS

## ACOM 1110. Introduction to Agricultural Communication 3 Credits (3)

Students will learn about the history and theories of agricultural communications, be introduced to the degree program, explore careers in the field, and examine the role of media in agricultural communications. May be repeated up to 3 credits.

### Learning Outcomes

1. Identify classes needed in the degree program and relevant clubs.
2. Recall important times in history of agricultural communication and journalism.
3. Comprehend the communication process and identify its components.
4. Identify effective and efficient media for agricultural communication.
5. Analyze the various roles and uses of media in agriculture communication.
6. Apply theories of communication and journalism to class assignments.

## ACOM 1120. Introduction to Graphic Design in Agriculture 3 Credits (3)

This course focuses on introducing students to creating and critiquing visual communication materials in agricultural communications by developing understanding of visual communications, graphic design and branding principles as well as basic skills in using Adobe Illustrator and Photoshop software.

### Learning Outcomes

1. Understand and demonstrate the correct use of formats, modes, and resolutions when creating or using graphics for various mediums and audiences.
2. Critique and evaluate graphic and photographic design elements in agricultural communications pieces.
3. Demonstrate a working knowledge of the Adobe Illustrator and Photoshop software and their uses for implementing principles of graphic design and branding.

## ACOM 1130G. Effective Leadership and Communication in Agriculture 3 Credits (2+2P)

Theory and practice in leadership and communication for professionals who must work effectively in leadership and supervisory roles with people in agricultural business, industry, government agencies, and education. Course focuses on contemporary leadership theories. Oral communication skills in informative and persuasive speaking, parliamentary procedure, and for small groups are developed. May be repeated up to 3 credits.

### Learning Outcomes

1. Understanding Leadership: Definitions of Leadership; Agricultural Education, FFA, Leadership; Leadership Categories; Democratic, Authorization, and Situational Leadership; Personality and Leadership Relations; Developing Leaders; Personal Leadership Development; Ability, Experience, and the Opportunity to Lead; Leadership in the Workplace; Human Relations, Technical, and Conceptual Skills
2. Communication Skills: Communication and Leadership; The Purpose of Communication; Forms of Communication; Communication Barriers and Styles; Verbal and Nonverbal Communication; Feedback; Self Communication and Interpersonal Communication
3. Leading Individuals and Groups: Group Dynamics and Team Building; Democratic Group Leadership; Importance of Groups; Types of

Groups; Organizing Groups; Group Dynamics, Development, and Discussion

4. Conducting Successful Meetings: Skills Developed by Bring an Officer; Basic Meeting Functions; Characteristics of a Good Meetings; Planning and Preparing for Meetings; The Meeting Room; Committees; Informative and Motivational Meetings; Group Member Involvement; Officer and Member Responsibilities; Developing a Program of Activities

## ACOM 2120. Photography in Agriculture 3 Credits (1+2P)

This is a field-based course focused on how to students use the camera as a tool to make the rules of photography and design work for the student's style, creativity, and goals pertaining to application of photography in agricultural communications. Students develop and disseminate a photography portfolio through a variety of communications channels.

### Learning Outcomes

1. Utilize a DSLR or mirrorless camera to analyze scenarios to effectively curate a body of work that compliments agricultural communications practice
2. Demonstrate working knowledge of camera equipment and photography principles to create visual stories
3. Evaluate and critique imagery for use of photography skills and principles

## ACOM 2998. Early Field- Based Experience in Agricultural Communications 1-4 Credits (1-4)

This course is designed to help you understand people and how to communicate with people. The key to all journalism or communications-related courses is to understand the audience well enough to know how to speak like them, to them, and to your stakeholders. The most successful communicators exhibit greatness in themselves and in their peers. Communicators cannot do their job if they do not show up with their best attitude and work ethic. Don't let your audience down, and we will make sure you are equipped to do so. May be repeated up to 6 credits.

### Learning Outcomes

1. Explain the role of communications in the agricultural or science industries.
2. Develop a communication campaign for an agriculturally related client.
3. Identify key principles of communication channels including newswriting, radio production, and communication plans.
4. Create effective internship application materials to meet needs in the industry.
5. Design a job portfolio that includes examples of communications experience.

## ACOM 3110. Agricultural Communications 3 Credits (3)

Principles and practical experience in news writing, radio production, newsletter design, public meeting presentations, video productions, graphics, and public relations activities, especially as related to the fields of agriculture and family and consumer sciences.

## ACOM 3115. Global Issues in Agricultural Communications and Marketing 3 Credits (3)

Global perspectives related to international agricultural communications and marketing. The course will provide real-world settings for students

to advance their awareness of international issues influencing marketing and trade in the United States and abroad. The course will expose students to high-impact learning, research skill development, communication skill development with a global mindset, and international travel. May be repeated up to 6 credits.

#### **Learning Outcomes**

1. Explain the role of communications and marketing in international agriculture.
2. Develop an awareness of global agricultural issues and how they impact domestic and international trade.
3. Increase awareness of global perspectives in agriculture.
4. Discover cultural similarities and differences within the U.S. and the selected country.
5. Investigate agricultural communications and marketing issues using an applied perspective.
6. Communicate course experiences through reflective analyses, photojournalism blog entries, social media campaigns, and presentations.

#### **ACOM 3125. Website User Experience Design in Agriculture 3 Credits (3)**

The purpose of this course is for students acquire user experience development, coding and web design skills in order to create a live personal portfolio website that demonstrates their professional skills and experiences in agriculture.

#### **Learning Outcomes**

1. Evaluate websites based on user experience principles
2. Use the fundamentals of HTML and CSS to edit code
3. Implement user experience principles in website design
4. Develop a website using WordPress
5. Explain and justify web design decisions

#### **ACOM 3150. Communications Campaigns in Agriculture 3 Credits (3)**

Client-based marketing and communication needs for stakeholders in agricultural and life sciences. Students will learn brand awareness for agricultural stakeholders by developing a campaign of communications and marketing materials using multiple modes (e.g., written, visual, social). Students in this course will gain an overall understanding of the agricultural communications industry by developing portfolio materials, prepare for the job and internship search process, and identify the skills necessary to grow in and contribute to a communications profession.

#### **Learning Outcomes**

1. Students will be able to identify communications-related needs with a client or stakeholder in the food, fiber, and natural resources industries.
2. Direct a communications plan with channels, tactics, steps, and timelines for a client.
3. Develop a campaign of communications materials (e.g., written, visual, social) around a client's needs.
4. Manage a client's brand with desired audiences through establishing, promoting, and reinforcing messages.

#### **ACOM 3160V. Communicating Agriculture & Science to the Public 3 Credits (3)**

Principles and practical experience in general communications channels (i.e., news writing, radio production, newsletter design, public meeting presentations, video productions, graphics, and public relations activities) related to the fields of agricultural, consumer, or environmental sciences. Students in this course will gain an overall understanding of the

agricultural communications industry and identify the skills necessary to grow in and contribute to a communications profession.

#### **Learning Outcomes**

1. Explain the role of communications in the agricultural, consumer, or environmental science industries.
2. Develop a communication campaign for an agricultural, consumer, or environmental science related client.
3. Identify key principles of communication channels including news writing, radio production, and communication plans.
4. Design a social media campaign including Instagram, Facebook, Twitter, and/or other emerging platforms.
5. Develop skills in media communications including public relations, conducting radio and television interviews, developing interview skills and identifying the needs of an audience.
6. Create effective internship application materials to meet needs in the industry.
7. Design a job portfolio that includes examples of communications experience.
8. Examine social, ethical, and legal issues related to communicating components related to the agricultural, consumer, and environmental science industries.
9. Conduct an audience analysis of key issue related to the agricultural, consumer, and environmental science industries by analyzing demographics, psychographics, sociographics, and geographics of affiliated audience personas.

#### **ACOM 4115. Agricultural and Scientific Publications 3 Credits (3)**

Learn and gain experience with the principles and concepts of designing, writing, editing, producing and distributing a student insert to the ACES Magazine, including practical applications of writing feature articles, magazine design, layout and graphics.

#### **Learning Outcomes**

1. Execute the steps necessary to be a freelance writer.
2. Identify feature story ideas, contact sources and develop publishable stories.
3. Compare and contrast the varying types of publication materials (connection/spotlights, feature stories, social media sprints, etc.).
4. Comprehend publication design principles and current practices used in print communication industries.
5. Create, produce, publish and publicize a print magazine.
6. Connect with an audience through soft news.

#### **ACOM 4120. Advanced Graphic Design and Layout in Agriculture 3 Credits (3)**

This class provides an in-depth examination of visual communication principles and theories, design applications, and design topics relevant to the agricultural industry. Students will learn how to more deeply evaluate designs and layouts, create effective design pieces for targeted agricultural audiences, and further utilize the Adobe Creative Cloud software.

#### **Learning Outcomes**

1. Analyze and apply the principles underlying effective graphic design and layout
2. Recognize and discuss communication and visual theories for developing effective designs and layouts for intended purposes and audiences

3. Demonstrate an extensive working knowledge of Adobe Illustrator, Photoshop, and InDesign to create effective designs for both print and digital platforms

6. Communicate course experiences through reflective analyses, photojournalism blog entries, social media campaigns, and presentations.
7. Research and dissemination information regarding international issues in agriculture using critical thinking skills.

### **ACOM 4130. Strategic Brand Identity & Design in Agriculture**

#### **3 Credits (3)**

The purpose of this course is for students to develop extensive understanding of strategic and visual theory and principles specific to branding as a critical aspect of business development in all aspects of agriculture and natural resources. Students will utilize research and Adobe Creative Cloud to design targeted brand strategy, client brief, and design strategy to effectively build a client pitch.

**Prerequisite:** ACOM 1120.

#### **Learning Outcomes**

1. Articulate the significance of utilizing brand identity for differentiation
2. Apply extensive knowledge of visual and brand theory, principles, strategy and application to various contexts in agriculture and natural resources
3. Research, design and pitch a brand strategy, client brief and design strategy

### **ACOM 4998. Internship in Agricultural Communications**

#### **3-12 Credits (3-12)**

The experiential learning experience selected by students and approved by their academic advisor will form the basis of this course. Students will apply problem-solving skills, communication skills, and disciplinary knowledge through an internship related to agricultural communications. During the internship, students will gain real-world experience in their specific field of interest within the discipline. May be repeated up to 12 credits.

#### **Learning Outcomes**

1. Synthesize discipline-specific knowledge and its application to real-world contexts
2. Design and implement solutions to meet project-related tasks
3. Produce professional-quality deliverables for the employer and for the course
4. Handle a high level of responsibility with professionalism and care in preparation and presentation

### **ACOM 5115. Global Issues in Agricultural Communications and Marketing**

#### **3 Credits (3)**

Graduate-level course broadening global perspectives related to international agricultural communications and marketing. The course will provide real-world settings for students to advance their awareness of international issues influencing marketing and trade in the United States and abroad. The course will expose students to high-impact learning, research skill development, communication skill development with a global mindset, and international travel. May be repeated up to 6 credits.

#### **Learning Outcomes**

1. Explain the role of communications and marketing in international agriculture.
2. Develop an awareness of global agricultural issues and how they impact domestic and international trade.
3. Increase awareness of global perspectives in agriculture.
4. Discover cultural similarities and differences within the U.S. and the selected country.
5. Investigate communications and marketing issues using an applied perspective.