

AGRICULTURE | BACHELOR OF SCIENCE IN AGRICULTURE (AGRICULTURAL COMMUNICATION)

Today's agriculture industry is changing rapidly, and the need for clear communication and confident leaders has never been greater. Choosing a degree option in agricultural communication will prepare you to take charge of your future in agriculture as you blend theory and knowledge from production agriculture with public relations, writing, and digital media production.

Upon graduation, you will be prepared with the skills and experience to lead as a one-person communication specialist in a small-town business or shine in the boardroom as a valuable member of a large agriculture organization.

Program Summary

Code	Title	Hours
General Education		34
Major Core		15
Concentration Core		6
Communication Courses		28
Cognates		12
Open Electives ¹		25
Total Hours		120

¹ Open electives are the credit hours required to reach a minimum of 120 total hours and 45 upper-level hours. The number listed assumes all courses are completed at FHSU as listed. This number may vary if students transfer courses, or have individual substitutions allowed.

Students should speak with their advisor if either situation applies to determine if the number will vary, and to ensure they enroll in a minimum of 45 upper-level hours.

Students entering within 1 year of high school graduation will take UNIV 101 Freshman Seminar and may apply that hour in the open elective category.

Program Requirements

General Education

All undergraduate degrees require completion of the Kansas Systemwide General Education (<https://catalog.fhsu.edu/general-education/>).

Courses identified with ^{GE} on this page may satisfy a general education requirement in addition to the identified degree requirement. Students who apply a degree requirement to satisfy a general education requirement will typically add an equal number of hours to the the university elective category. This flexibility may allow you to complete a minor or certificate within the 120 hour degree. Transfer students and students majoring in programs with approved exceptions (<https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-exceptions-explainer1.pdf>) are especially encouraged to select these courses in completing General Education requirements to maximize the likelihood of completing the degree with 120 credit hours.

Code	Title	Hours
General Education		34-35

Code	Title	Hours
Agriculture Core Courses		

AGRI 111	Animal Science	3
AGRI 112	Agronomic Crop Science	3
AGRI 112L	Agronomic Crop Science Laboratory	1
AGRI 113	Introduction to Agribusiness	3
AGRI 211	Marketing Farm Products	3
AGRI 475	Seminar	2

Agricultural Communication Core Courses		
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AGRI 332	Agricultural Communications and Public Relations	3
AGRI 338	Agricultural Leadership	3

Communication Studies Courses		
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COMM 208	Communication and the Information Society	3
COMM 318	Introduction to Organizational Communication	3
COMM 345	Visual and Creative Design ^{GE}	3
COMM 348	Intro to Public Relations and Advertising	3
COMM 349	Strategic Writing and Ethics	3
COMM 350	Communication Research Methods	3
COMM 642	Crisis Communication and Strategies	3

Select two courses from the following: 6

COMM 606	Conflict Management Through Communication	
COMM 612	Developing Human Resources Through Communication	
COMM 613	Recruiting and Interviewing Techniques	
INF 346	Beginning Video Production	

Cognates		
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ACCT 203	Principles of Accounting I	3
AGRI 220	Agricultural Accounting	3
ECON 201	Principles of Microeconomics ^{GE}	3
INF 140	Introduction to Electronic Media	3

Total Hours		60
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Degree Requirements

Code	Title	Hours
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All bachelor degrees require:

GPA of 2.0 on FHSU courses & 2.0 on all coursework (Higher program requirements prevail over the 2.0 when set)

A minimum of 30 hours earned from FHSU with a grade of D, C, B, or A

Successful completion of an upper division Writing and Information Literacy course (Most majors contain a course designated)

A minimum of 45 hours of recognized upper division credit

A minimum of 120 hours of recognized college credit