

# Agricultural Communications

## The Department of Animal Sciences and Agricultural Education

The Department of Animal Sciences and Agricultural Education invites you to consider the opportunities that await you at California State University, Fresno. As a student in our department, you will find a wide variety of career opportunities. Teacher preparation and agricultural communication are career options in the agricultural education major. Students in the Agricultural Communications option have the opportunity to specialize in advertising, print journalism, digital media, public relations, broadcast journalism, and/or electronic media productions. Opportunities for internships, part-time jobs and careers in agricultural communications are especially plentiful in the Fresno-Clovis area.

Agricultural Communications students study all of the major areas of agriculture. They gain the ability to write and speak intelligently about this most vital industry, while learning the skills of communication. Advanced technology and our outstanding faculty are what make California State University, Fresno a leader in higher education — join the leader!

## Career Opportunities

The Agricultural Communications major combines courses in agriculture with a journalism core which prepares students for employment in the following:

Advertising  
Print Journalism  
Digital Media  
Public Relations  
Broadcast Journalism  
Electronic Media Productions

## Required Agricultural Communication Courses

Ag Publications  
Ag Communications  
Mass Communication and Society  
Media Writing  
Media Law or Ethics  
Intro Crop Science  
Intro Ornamental Horticulture  
Fruit Species of California  
Soils  
Ag Machinery and Equipment  
Meat Science  
Intro Animal Sciences

*Two of the following:*  
Meat Animal Evaluation  
Beef Cattle Production  
Swine Production  
Feeds and Feeding  
Sheep Production  
Horse Production  
Dairy Production  
Livestock Evaluation  
Poultry Production

## Additional Requirements

From the areas listed below, students will select one specialty area for which they must complete 15 units:

## Advertising:

Advertising Procedures  
News Advertising Staff  
Advertising Copy Writing  
Advertising Campaigns

## Print Journalism:

Reporting  
Desktop Publishing  
Beginning Photojournalism  
Editing

## Digital Media:

Editing  
Desktop Publishing  
Electronic Field Productions  
Online Media Design  
Photo Editing and Digital Imaging

## Public Relations:

Reporting  
Public Relations  
Advertising Procedures  
Public Relations/Strategies and Techniques

## Broadcast Journalism:

Reporting  
Video Production  
Broadcast News Writing  
News/Public Affairs Production

## Electronic Media Productions:

Beginning Photojournalism  
Video Production  
Electronic Field Productions  
Advanced Video Production and Directing  
Photo Editing and Digital Imaging

## Contact Us

Please contact us if any of our students or faculty can be of further assistance. The Department of Animal Sciences and Agricultural Education is committed to a progressive education program through practical experience.

Mandatory advising is required for all students.

California State University, Fresno

Department of Animal Sciences and Agricultural Education

559.278.2971

B.S. in Agricultural Education

FRESNO STATE

Discovery. Diversity. Distinction.

# Agricultural Communications

## Agricultural Communications Core

45 units

### *Agricultural Communication*

Ag Communications (AGED 66)

Ag Publications (AGED 166)

### *Agricultural Business*

One course from:

Ag Law (AGBS 28)

Ag Accounting (AGBS 31)

Ag Labor Mgt. Relations (AGBS 117)

Agribusiness Mgt. (AGBS 120)

Ag Policy (AGBS 150)

### *Agricultural Engineering*

One course from:

Intro to Ag Mechanics (MEAG 1)

Ag Machinery and Equip. (MEAG 20)

Small Gas/Diesel Engines (MEAG 114)

### *Animal Science*

Intro to Animal Science (ASCI 1)

Two courses from:

Meat Animal Evaluation (ASCI 11)

Beef Cattle Production (ASCI 21)

Swine Production (ASCI 31)

Feeds and Feeding (ASCI 35)

Sheep Production (ASCI 41)

Horse Production (ASCI 51)

Dairy Production (ASCI 61)

Livestock Evaluation (ASCI 81)

Poultry Production (ASCI 91)

### *Mass Communication and Journalism*

Intro to Media and Society (MCJ 1)

Media Writing (MCJ 10)

Media Law or Ethics (MCI 172 or 173)

### *Plant Science*

Three courses from:

Intro to Crop Science (CR SC 1)

Intro to Ornamental Horticulture (OH 1)

Intro to Fruit Science (HORT 1)

Fruit Species of Calif. (HORT 110)

World Viticulture (VIT 1)

### *Soil Science*

One course from:

Ag Water (SW 2)

Soils (SW 100)

Soils in Environment (SW 100N)

### *Enology, Food/Meat*

Introduction to Enology (ENOL 15)

Meat Science (ASCI 71)

## Agricultural Communications Career Specialty

15 units

### *Advertising*

Advertising Procedures (MCJ 142)

Newspaper Advertising Staff (MCJ 143)

Advertising Copy Writing (MCJ 144)

Advertising Media (MCJ 146)

Advertising Campaigns (MCJ 148)

### *Broadcast Journalism*

Reporting (MCJ 102W)

Video Production (MCJ 113)

Broadcast News Writing (MCJ 124)

Radio-TV Performance (MCJ 126)

News/Public Affairs Prod. (MCJ 128)

### *Digital Media*

Editing Publications (MCJ 104)

Desktop Publishing (MCJ 106)

Electronic Field Production (MCJ 115)

Online Media Design (MCJ 131)

Photo Editing and Digital Imaging (MCJ 132)

### *Electronic Media Production*

Beginning Photojournalism (MCJ 17)

Video Production (MCJ 113)

Electronic Field Production (MCJ 115)

Adv. Video Prod. and Directing (MCJ 116)

Photo Editing and Digital Imaging (MCJ 132)

### *Print Journalism*

Beginning Photojournalism (MCJ 17)

Reporting (MCJ 102W)

Editing Publication (MCJ 104)

Desktop Publishing (MCJ 106)

Newspaper Workshop or In-Depth Reporting (MCJ 105 or 108)

### *Public Relations*

Reporting (MCJ 102W)

Desktop Publishing (MCJ 106)

Advertising Procedures (MCJ 142)

Public Relations (MCJ 152)

Public Relations Strategies (MCJ 158)

## Additional Degree Requirements

Upper-Division Writing Skills

Complete *W* course or exam

Electives (8 units)

**60 total major units**

(including 18 upper-division units)

**For additional information, write**

**California State University, Fresno  
Department of Animal Sciences and Agricultural Education**

2415 East San Ramon

M/S AS75

93740-8033

**Visit or call**

**Department of Animal Sciences and Agricultural Education**

Agricultural Sciences

Building,

Room 232

559.278.2971

**FRESNO STATE**

Discovery. Diversity. Distinction.

**PLEASE NOTE:** This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at [www.fresnostate.edu/ClassSchedule](http://www.fresnostate.edu/ClassSchedule) and [www.fresnostate.edu/catalog](http://www.fresnostate.edu/catalog).

Revised 5/15