

# Agricultural Communication

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## Department Information

- **Department Web Site:**  
[www.ndsu.edu/communication/](http://www.ndsu.edu/communication/) (<http://www.ndsu.edu/communication/>)
- **Credential Offered:**  
B.A.; B.S.; Minor
- **Official Program Curriculum:**  
[catalog.ndsu.edu/undergraduate/program-curriculum/agricultural-communication/](http://catalog.ndsu.edu/undergraduate/program-curriculum/agricultural-communication/) (<http://catalog.ndsu.edu/undergraduate/program-curriculum/agricultural-communication/>)

Agricultural Communication is one of four programs in the Department of Communication. This course of study is for students who have strong interests in both agriculture and communication. Our graduates work as communication specialists for a variety of agribusinesses. Students might work for a livestock or grain association, as an editor of a specialized publication, or as an advocate for a farming or ranching organization.

## Why Choose a Major in the Department of Communication?

Our students pursue degrees in Communication because they are interested in fast-paced careers where every day brings something new. They want to make a difference in the world while doing something they love – whether that’s reporting breaking news, designing advertisements, running social media campaigns, promoting organizations, or leading others in the workplace.

You will get:

- **More time to explore your interests.** We give you the first year to explore your options, making it possible to switch between **four different COMM majors** without extending your graduation timeline.
- **Guidance on choosing a career.** In COMM 101: Majors and Careers in Communication, you will meet others in your major, learn more about possible careers, and find campus resources that help you achieve your professional goals.
- **Hands-on learning.** You’ll have multiple ways to apply what you are learning through course projects, consulting for local organizations, and participating in national competitions.
- **Built-in communities.** You can connect with other students - while building your resume - through the **eight student organizations** affiliated with our department.
- **Professional experience.** We help you find and benefit from internships in your field through our relationships with local and regional employers.

## Agricultural Communication Major

The agricultural communication major combines the resources and expertise of two units, communication and agriculture, to produce trained communicators who can explain science, technologies, and complex agricultural issues to diverse audiences. Students will complete an applied capstone course in their final semester. Students majoring in agricultural communication may earn a Bachelor of Science degree (includes an approved minor in an agriculture program) or a Bachelor of Arts degree (includes a modern language proficiency).

## Admission to the Major

Students are admitted to the agricultural communication major after completing 18 credits of pre-communication courses: COMM 110, COMM 112, COMM 114, COMM 212, COMM 220, and ENGL 120.

## Internship Requirement

Internships offer practical experience for agricultural communication students. Three credits (120 hours) of field experience are required for the major, and many students complete more than one internship. Students have interned with agricultural administrators, private agencies and firms, and governmental officials, among others. Internships often lead to jobs.

## Career Opportunities

Coursework in the agricultural communication major prepares students for careers in agricultural and scientific industries, agencies and operations that include scientific writing, agricultural promotion and consulting, and agricultural planning and assessment. The coursework emphasizes written and oral communication skills and prepares students to communicate in meaningful and effective ways to a variety of audiences.

## Extra-Curricular Activities

Students majoring in agricultural communication are encouraged to be active members of Agricultural Communicators of Tomorrow and/or the Saddle and Siroin Club. They may also be interested in joining Advertising Club or the department’s chapter of the Public Relations Student Society of America (PRSSA). NDSU has two honoraries for top students majoring in a degree program offered by the Department of Communication. Pi Kappa

Delta is a national honor fraternity for students involved in human communication activities. Lambda Pi Eta is a national honorary for communication majors with high academic achievement.

## **High School Preparation**

A well-rounded high school education with experiences in high school music, forensics, theatre, journalism, FFA, or scouting serves as good preparation for the major in agricultural communication. Students with interests in science and art, business and service, and publicity and promotion will find a major in this department to be a good fit.

## **Scholarships**

The Department of Communication awards a number of scholarships to students who excel in academics and who have demonstrated career potential. Applications are due by March 1. Visit the department website (<https://www.ndsu.edu/communication/scholarships/>) for details.

## **The Faculty**

Faculty members in the Department of Communication are dedicated teachers, scholars, and practitioners who are committed to providing high-quality courses, hands-on learning experiences, and opportunities for undergraduate research.