# Agricultural Communications

College of Aces  
Program Director: Lulu Rodriguez  
Department Office: 274 Bevier Hall, 950 South Goodwin Ave., Urbana  
Phone: 217-300-1045  
//agcomm.illinois.edu/

**AGCM 110  **Intro to Ag and Env Comm  **credit: 3 hours.**  
Development and role of communication in relation to food, feed, fiber, energy, natural resources, international development and other dimensions of agriculture. Introduction to channels, methods, challenges and opportunities for improving communication within agriculture and communicating agriculture to the public.

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<tr>
<th>CRN</th>
<th>Type</th>
<th>Section</th>
<th>Time</th>
<th>Days</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>29760</td>
<td>Lecture-Discussion</td>
<td>A</td>
<td>09:00 AM - 09:50 AM</td>
<td>MWF</td>
<td>113 - Gregory Hall</td>
<td>Cupps-Miller, H</td>
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**AGCM 199  **Undergraduate Open Seminar  **credit: 1 TO 5 hours.**  
Experimental course on a special topic in agricultural communications. May be repeated in the same or separate terms as topics vary.

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<th>Instructor</th>
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<tbody>
<tr>
<td>62703</td>
<td>Lecture-Discussion</td>
<td>A</td>
<td>11:00 AM - 12:50 PM</td>
<td>TR</td>
<td>3 - Gregory Hall</td>
<td>Rodriguez, M</td>
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</table>

Credit Hours: 2 hours  
Visual Principles for Ag Comm  
Visual Principles for Ag Communicators. Fundamental design principles and techniques for effective and impactful visual communication. Emphasis on developing visual presentations about topics related to agriculture, food, fiber, fuel and the environment using standard desktop publishing software.

**AGCM 220  **Communicating Agriculture  **credit: 3 hours.**  
Skills necessary to communicate complex information about the broad agriculture domain to different audiences. Application of communication theories. Emphasis on essential communication skills, including writing, conducting interviews, planning, and critical evaluation of information sources. Same as ENVS 220 and NRES 220. Prerequisite: Completion of a Composition I course.  
This course satisfies the General Education Criteria for a:  
Advanced Composition

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<tbody>
<tr>
<td>38779</td>
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<td>11:00 AM - 11:50 AM</td>
<td>MWF</td>
<td>108 - Bevier Hall</td>
<td>Cupps-Miller, H</td>
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Advanced Composition course.

**AGCM 270  **Ag Sales and Persuasive Communication  **credit: 3 hours.**
Sales concepts and persuasive business communication techniques. Role, dynamics, and principles of sales communications related to food, agriculture, and the environment. Sales objectives, market segmentation, prospecting, handling obligations, relationship building, and the nuances of sales communications.

Ag Sales and Persuasive Communication. Sales concepts and persuasive business communication techniques. Role, dynamics and principles of sales communications related to food, agriculture, and the environment. Sales objectives, market segmentation, prospecting, handling obligations, relationship building, and the nuances of sales communication.

**AGCM 293  Communications Internship**  credit: 1 TO 3 hours.  
Supervised experience in a field directly pertaining to agricultural communications. Approved for S/U grading only. May be repeated. Prerequisite: Sophomore standing. AGCM Program approval required.

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<th>Instructor</th>
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<tbody>
<tr>
<td>10214</td>
<td>Independent Study</td>
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<td>ARRANGED -</td>
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Departmental Approval Required  
Supervised experience in a field directly pertaining to agricultural communications. Approved for S/U grading only. May be repeated in the same or subsequent terms.

**AGCM 294  Research Internship**  credit: 1 TO 4 hours.  
Supervised, on-campus, learning experience with faculty engaged in research. Approved for S/U grading only. May be repeated in the same or subsequent terms to a maximum of 10 hours. Prerequisite: Sophomore standing.

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<th>Instructor</th>
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<tr>
<td>10218</td>
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Instructor Approval Required  
Not intended for students with Freshman class standing.

**AGCM 295  Independent Study or Research**  credit: 1 TO 3 hours.  
Individual research, special problems, thesis, development and/or design work under the supervision of an appropriate member of the faculty. May be repeated. Prerequisite: AGCM Program and instructor approval required.

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<th>Location</th>
<th>Instructor</th>
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<td>ARRANGED -</td>
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Departmental Approval Required

**AGCM 396  Honors Research or Thesis**  credit: 1 TO 4 hours.  
Individual research, special problems, thesis, development and/or design work under the direction of the Honors advisor. May be repeated for up to 6 hours in separate terms. Prerequisite: Junior standing, admission to the ACES Honors Program.
CRN | Type | Section | Time | Days | Location | Instructor
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10228 | Independent Study | | ARRANGED - | | | 

Restricted to James Scholars Program students.
Instructor Approval Required
Not intended for students with Freshman or Sophomore class standing.

AGCM 430  **Comm in Env Social Movements**  credit: 3 hours.
Examines the interests, values systems and communications strategies of key participants in the environmental movement. Students examine environmental issues and predict possible reactions from key participants in the environmental arena. Same as ENVS 430 and NRES 430. 3 undergraduate hours. 3 graduate hours. Prerequisite: Composition I course.

CRN | Type | Section | Time | Days | Location | Instructor
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36899 | Lecture-Discussion | A | 02:00 PM - 03:20 PM | TR | 322 - David Kinley Hall | Koon, S

Not intended for students with Freshman class standing.