



AGRICULTURAL COMMUNICATION

Agricultural Communication is a specialized field that serves business and society by promoting awareness of food, agriculture, and science issues among rural and urban audiences. Purdue Agricultural Communication majors gain skills and experience in public relations, agriculture, and journalism.

In addition to taking cutting-edge science courses in a world-renowned College of Agriculture, our students develop communication and media expertise in the Brian Lamb School of Communication. Enriching study abroad experiences and competitive communication internship opportunities are also available.

A UNIQUE PROGRAM

Students are the focus of the Purdue Agricultural Communication Program. Although part of a large university, Agricultural Communication offers a close-knit community in which students receive personal attention from caring faculty and staff in the College of Agriculture.

Our students experience a supportive program where advisors know them by name. At graduation, they receive job placement assistance from our program and the College of Agriculture. Job prospects are excellent for qualified agricultural communicators. Graduate school is an option for those who wish to continue their education.

AGRICULTURAL COMMUNICATORS OF TOMORROW (ACT)

Our students are encouraged to join ACT, a nationally known professional organization for students who pursue careers in agricultural communication. Through ACT, students network with industry professionals and build their resumes through club activities and community service. They also participate in professional development activities at regional and national conferences.

CAREERS

The Purdue Agricultural Communication Program is flexible and allows students to pursue a course of study that matches their personal interests and career aspirations. A sampling of careers includes:

- Public relations manager
- Writer/editor
- Communication director
- Advertising account executive
- Event planner
- Extension educator
- Photographer
- Sales and marketing specialist
- Science writer
- Social media strategist
- Video producer
- Web designer

EMPLOYERS

Our graduates hold a wide range of professional communication positions with top companies and organizations throughout Indiana and the United States, including:

- Bader Rutter
- Bayer Crop Science
- Beck's Hybrids
- Charleston|Orwig
- Corteva Agriscience
- Farm Journal Media
- Indiana Farm Bureau
- Indiana Soybean Alliance
- Indiana State Department of Agriculture
- Indiana State Department of Health
- National Cattlemen's Beef Association
- National Pork Board

AGRICULTURAL COMMUNICATION CURRICULUM

Department of Agricultural Sciences Education and Communication

The Purdue Agricultural Communication Program is administered by the College of Agriculture in cooperation with the Brian Lamb School of Communication. Students earn a Bachelor of Science in Agriculture.

FRESHMAN YEAR

First Semester

- (0.5) AGR 10100 (Intro to the College of Agriculture and Purdue University)
- (0.5) AGR 12100 (Intro to ASEC Academic Programs)
- (4) ENGL 10600 (First-Year Composition)
- (3) ASEC 15200 (Ag Comm Seminar)
- (3) Social science or humanities selective
- (4) Biological science selective

Total Credits: 15

Second Semester

- (3) AGECE 21700 (Economics)
- (3) COM 11400 (Fundamentals of Speech Comm.)
- (3) MA 15800 (Precalculus Functions and Trigonometry)
- (3) Agricultural selective
- (4) Biological science selective

Total Credits: 16

SOPHOMORE YEAR

Third Semester

- (3) AGR 20100 (Communicating Across Cultures)
- (3) CHM 11100 (General Chemistry)
- (3) COM 20400 (Critical Perspectives on Comm.)
- (3) Agricultural selective
- (3) Science, technology, & society selective

Total Credits: 15

Fourth Semester

- (3) ASEC 280 (Digital Storytelling)
- (3) CHM 11200 (General Chemistry)
- (3) COM 31800 (Principles of Persuasion)
- (3) Communication or AGCM selective
- (3) Science, technology, & society selective

Total Credits: 15

JUNIOR YEAR

Fifth Semester

- (3) COM 25200 (Writing for Mass Media)
- (3) STAT 30100 (Elementary Statistical Methods)
- (6) Agricultural selectives
- (2) Communication or AGCM selective

Total Credits: 14

Sixth Semester

- (3) ASEC 38000 (Feature Writing and Production)
- (3) Agricultural selective (30000+ level)
- (3) Communication or AGCM selective
- (3) Social science or humanities selective
- (3) Free elective

Total Credits: 15

SENIOR YEAR

Seventh Semester

- (3) ASEC 48000 (AGCM Senior Capstone)
- (3) COM 31100 (Copy Editing)
- (3) Agricultural selective
- (3) Communication or AGCM selective
- (3) Social science or humanities selective (30000+ level)

Total Credits: 15

Eighth Semester

- (3) Communication or AGCM selective
- (3) Agricultural selective (30000+ level)
- (3) Social science or humanities selective
- (6) Free electives

Total Credits: 15

Total Required Credits: 120

CONTACT US FOR MORE INFORMATION OR TO ARRANGE A VISIT

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Agricultural Sciences
Education and Communication

ag.purdue.edu/ASEC



Purdue University is an equal access/equal opportunity institution.