

AG272 : INTRODUCTION TO AGRICULTURAL LEADERSHIP AND COMMUNICATION

Introduction to agricultural communication is a course designed to prepare students to understand, analyze, and communicate about complex issues in food, agriculture, and the environment. This course will provide students with a foundation in basic and advanced communication theories, models and practices that apply within agricultural settings. This course is designed to introduce students to the Agricultural Communication and Management concentration and the related fields of employment including, but not limited to, public relations, sales management, marketing management, communications management, technical writing, journalism, and media relations.

Credits 2