

# BS in Agricultural Leadership, Communications and Education

## Degree Program Description

Graduates are the leaders, teachers, and communicators for the agricultural industry. Our students combine their passion for agriculture and their talents working with people to lead and teach the next generation of agriculturalists. Students in Agricultural Education work with industry, government, and extension partners to develop skills through meaningful, authentic, and hands-on learning experiences. Students use the flexibility of the degree program to customize their undergraduate experience.

Graduates of Agricultural Education are hired for a variety of careers, as employers seek our graduates for their broad-based knowledge of agriculture and their ability to develop/work with people. Popular careers include Agriculture teacher, Public Relations Specialist, Strategic Communications Specialist, Sales manager, Workforce Development trainer, commodity organization representative, governmental agriculture specialist, and Youth Specialist. Many of our graduates live in work in rural Missouri communities as the Agriculture teacher/FFA Advisor. These teachers work on a year-round contract to facilitate student success in FFA, Classroom teaching, agricultural mechanics, greenhouse, and food science laboratories, and Supervised Agricultural Experience Programs.

Agricultural Communications graduates find careers in agricultural businesses, agricultural communications and marketing firms, commodity organizations, governmental agriculture organizations, and University of Missouri Extension. These individuals use their leadership and communication skills to lead advocacy campaigns, implement brand strategy, crisis communication, graphic design, membership services, human resources, producer programs, youth development, and many other careers.

## Major Program Requirements

The Agricultural Leadership, Communications and Education degree cultivates visionary leaders equipped with exceptional communication and educational skills to strengthen the fields of agriculture and natural resources. Students majoring in Agricultural Leadership, Communications and Education select from one of two tracks: Agricultural Communications or Agricultural Education (with teacher certification option).

Students are required to complete all University general education (<https://catalog.missouri.edu/academicdegree/requirements/generaleducationrequirements/>), University graduation (<https://catalog.missouri.edu/academicdegree/requirements/universityrequirements/>), and degree requirements, including selected foundational courses, which may fulfill some University general education requirements.

If you are planning to transfer courses (including AP credit) and would like to information on how they apply to a degree program(s), you can email [CAFNRadvising@missouri.edu](mailto:CAFNRadvising@missouri.edu) for general recommendations.

## Foundational Courses

MATH 1100	College Algebra	3
BIOCHM 2110	The Living World: Molecular Scale	3-4
or BIOCHM 2112	Biotechnology in Society	
or CHEM 1100	Atoms and Molecules with Lab	
or CHEM 1400	College Chemistry I	
ABM 1041	Applied Microeconomics	3
or ECONOM 1014	Principles of Microeconomics	

## Core Requirements

AG_ED_LD 1000	Orientation to Agricultural Education and Leadership	1
AGSC_COM 2220	Verbal Communication in Agriculture, Food and Natural Resources	3
AG_ED_LD 2250	Introduction to Leadership	3
AG_ED_LD 2260	Team and Organizational Leadership	3
AG_ED_LD 2270	Leadership Development in Youth Organizations	3
AG_ED_LD 3010	Leadership in Today's World	3
or AG_ED_LD 3020	Rural America in the 21st Century: Concepts and Methods	
AG_ED_LD 4340	Designing and Delivering Educational/Leadership Programs	3
or AG_ED_LD 4320	Methods of Teaching I	
AG_ED_LD 4993	Internship in Agricultural Education and Leadership	3
or AG_ED_LD 4087	Internship Seminar in Agricultural Education and Leadership	
PSYCH 1000	General Psychology	3
or ESC_PS 2010	Inquiry Into Learning I	

## Agricultural Communications Track (not listed on transcripts or diplomas)

### Agricultural Communications, Journalism and Communications requirements (27 credits)

AGSC_COM 1160	Foundations of Agricultural Science Communications	3
AGSC_COM 2210	Communicating Science to the Public	3
AGSC_COM 3210W	Fundamentals of Communications - Writing Intensive	3
AGSC_COM 3240	Communicating on the Web	3
SOCIOL 1000	Introduction to Sociology	3

### Select a minimum of 4 courses (12 credits) from the following:

JOURN 1000	Journalism for Non-Majors	3
JOURN 1050	Public Relations and Image Management for Non-Majors	3
JOURN 1200	Fundamentals of Visual Journalism and Strategic Communication	3
JOURN 1300	Fundamentals of Written Journalism and Strategic Communication	3
COMMUN 1880	Introduction to Digital Media Production	3
COMMUN 2100	Media Communication in Society	3
COMMUN 2880	Digital Storytelling Production I	3
COMMUN 3460	Organizational Advocacy	3
COMMUN 3580	Crisis Communication	3

### Agricultural, Food & Natural Resource Sciences (36 credits)

ABM 3223	Relationship Selling: Creating Value for Customers	3
ABM 3241W	Ethical Issues in Agriculture - Writing Intensive	3
or ABM 3283	Fundamentals of Entrepreneurship	

Complete an additional 30 credits, 15 at the 3000/4000 level, in two of the following subject areas: ABM, AG\_S\_TCH, AN\_SCI, ATM\_SC, ENV\_SC, F\_W, F\_S, FOREST, NAT\_R, PLNT\_SCI, and SOIL.

### Agricultural Education Track (not listed on transcripts or diplomas)

Agriculture, Food and Natural Resources (27-30 credits) Teacher certification requires 45 credits of AFNR Content. General education, foundational, and core requirements may be used to fulfill a portion of the requirement.

#### Agricultural Education & Leadership and Education (30-33 credits)

AG_ED_LD 2271	Early Field Experience	1
AG_ED_LD 3020	Rural America in the 21st Century: Concepts and Methods	3
or LTC 2040	Inquiring into Schools, Community and Society I	
AG_ED_LD 4001	Topics in Agricultural Education and Leadership	1-3
AG_ED_LD 4310	Intracurricular Program Management in Agricultural Education	3
AG_ED_LD 4321	Field Experience I	1
AG_ED_LD 4330	Methods of Teaching II	3
AG_ED_LD 4331	Field Experience II	1
AG_ED_LD 4995	Student Teaching Internship in Agriculture	1-12

ESC_PS 2010	Inquiry Into Learning I	3
SPC_ED 4020	Teaching the Exceptional Learner	3

#### Agribusiness Management (6 credits)

ABM 3223	Relationship Selling: Creating Value for Customers	3
----------	--	---

ABM elective 3

#### Animal Sciences (6-8 credits). Select two courses:

AN_SCI 1011	Introduction to Animal Sciences	4
AN_SCI 1164	Biology of Animal Production I	3
or AN_SCI 1165	Biology of Animal Production I with Laboratory	
AN_SCI 1174	Biology of Animal Production II	3
or AN_SCI 1175	Biology of Animal Production II with Lab	

#### Agronomy (3 credits)

PLNT_SCI 2110	Who Runs the World? Plants.	3
or PLNT_SCI 3270	Forage Crops	
or PLNT_SCI 3275	Grain Crops	
or SOIL 2100	Introduction to Soils	

#### Agricultural Systems Technology (6 credits)

AG_S_TCH 1020	Introduction to Agricultural Systems Technology	3
AG_ED_LD 3320	Metal Fabrication and Laboratory Management	3

#### Horticulture (6-7 credits)

PLNT_SCI 2075	Environmental Horticulture	3
PLNT_SCI 3230W	Plant Propagation - Writing Intensive	3
or PLNT_SCI 3260	Greenhouse Management	
or PLNT_SCI 4365	Greenhouse Crops Production	

The agriculture teacher license is accredited by the Missouri Department of Elementary and Secondary Education (DESE). Curriculum changes mandated to earn teacher certification may become effective at any point during your academic program. Therefore, it is extremely important that you DO NOT SELF ADVISE.

## Semester Plan

Example semester plan for Agricultural Communication Track:

First Year				
Fall	CR	Spring	CR	
AG_ED_LD 1000	1	MATH 1100	3	
ABM 1041	3	AG_ED_LD 2260	3	
AG_ED_LD 2250	3	BIO_SC 1010	3	
ENGLISH 1000	3	BIO_SC 1020	2	
AGSC_COM 1160	3	Physical/ Mathematical science elective or CHEM 1100	3	
			<b>13</b>	<b>14</b>

Second Year				
Fall	CR	Spring	CR	
AG_ED_LD 2270	3	SOCIOL 1000	3	
AN_SCI 3214	3	AGSC_COM 2210	3	
CAFNR Minor	3	HIST 1100	3	
course				
PSYCH 1000	3	ABM 3223	3	
CAFNR Elective	3	AGSC_COM 2220	3	
			<b>15</b>	<b>15</b>

Third Year					
Fall	CR	Spring	CR	Summer	CR
AGSC_COM 3210W	3	AG_ED_LD 3010	3	AG_ED_LD 4993	3
AGSC_COM 3240	3	AFNR 2191	3		
Animal Science	3	ABM 3241W	3		
course					
CAFNR Minor	6	Elective	3		
course					
		BIOCHM 2112	3		
			<b>15</b>	<b>15</b>	<b>3</b>

Fourth Year				
Fall	CR	Spring	CR	
AG_ED_LD 4240	3	AG_ED_LD 4340	3	
Elective	6	CAFNR Minor	6	
		course		
Plant Science course	3	CAFNR elective	6	
CAFNR Minor	3			
course				
			<b>15</b>	<b>15</b>

**Total Credits: 120**

Example of Agricultural Education Track:

First Year			
Fall	CR	Spring	CR
AG_ED_LD 1000	1	AN_SCI 1175	4
AG_ED_LD 2250	3	BIO_SC 1010	3
ABM 1041	3	BIO_SC 1020	2
AN_SCI 1165 <sup>^</sup>	4	PLNT_SCI 2075	3

ENGLISH 1000*		3 MATH 1100*	3
		<b>14</b>	<b>15</b>
<b>Second Year</b>			
<b>Fall</b>	<b>CR</b>	<b>Spring</b>	<b>CR</b>
AG_ED_LD 2270		3 ABM 3223	3
AG_ED_LD 2271		1 AGSC_COM 2220	3
AG_S_TCH 1020		3 HIST 1100	3
PLNT_SCI 2110^		3 LTC 2040	3
ESC_PS 2010		3 Physical/Mathematical elective or CHEM 1100	3
		<b>13</b>	<b>15</b>
<b>Third Year</b>			
<b>Fall</b>	<b>CR</b>	<b>Spring</b>	<b>CR</b>
AGSC_COM 3210W		3 AG_ED_LD 4320^	3
AG_ED_LD 4310		3 AG_ED_LD 4321	1
ABM 3260		3 AFNR 2191^	3
PLNT_SCI 3260		4 BIOCHM 2110	3
SPC_ED 4020		3 CAFNR minor course LTC 4560	3 3
		<b>16</b>	<b>16</b>
<b>Fourth Year</b>			
<b>Fall</b>	<b>CR</b>	<b>Spring</b>	<b>CR</b>
AG_ED_LD 3320		3 AG_ED_LD 4087	3
AG_ED_LD 4330		3 AG_ED_LD 4995	9
AG_ED_LD 4331^		1 AG_ED_LD 4001^	3
AN_SCI 3275		3	
CAFNR Minor course		6	
		<b>16</b>	<b>15</b>

**Total Credits: 120**

\* Denotes University General Education Requirements

^ Denotes Degree Program Requirements