



Agricultural Communications

Highlights

Agricultural Communicators of Tomorrow

Oklahoma agriculture summer photo tour

Cowboy Journal

Internships

What career will you have?

Agricultural publications

Advertising and sales

Attorney

Environmental reporting

Graphic designer

Magazine writing

Marketing

New media communications

News writing

Photography

Public relations specialist

Web designer



By seeking a degree in agricultural communications, you will study in one of the nation's leading programs and learn from award-winning faculty members with industry experience who are devoted to students. Through leading-edge technology, intensive coursework and extracurricular experiences, you will learn all aspects of agricultural communications.

You will gain an education in public relations and campaign development, web design, magazine writing and production, graphic design, advertising, sales, new media, reporting and news writing, and photography.

Career opportunities for agricultural communications professionals expand constantly. OSU agricultural communications graduates are poised and prepared to be a one-person communications department for a small business or fit seamlessly in a large organization.

Within agricultural communications, you can select a predefined emphasis area or work with your faculty adviser to customize your plan of study. These options include:

Agricultural Communications

Combines courses in communications and agriculture to develop a well-rounded agricultural communications professional.

AGCM/Agribusiness Double Major

Broadens your knowledge and experience in the areas of agricultural communications and agribusiness for positions in marketing, sales or journalism.

AGCM/Animal Science Double Major

Coursework in both agricultural communications and animal science prepares you for the livestock-communications industry.



Scholarship Dollars

The Department of Agricultural Education, Communications and Leadership annually awards nearly **\$80,000** in scholarships to students in the department. Last year, CASNR awarded an additional **\$460,000** to students within the college.



Why Study Agricultural Communications?

Diverse career opportunities. You can choose the area that best suits your personality and strengths. The OSU agricultural communications curriculum prepares students for a variety of jobs ranging from writer, editor, graphic designer, or advertising specialist to sales and marketing consultant, public relations account executive, web designer or photographer. The program also prepares students for graduate and professional schools, including law school.

Real-world Experience = Success

Throughout agricultural communications courses, students learn appropriate theory, problem-solving techniques and the hands-on skills they need to succeed in their careers. Two courses provide the culmination of this experience: Capstone in Agricultural Communications and Planning Campaigns for Agriculture and Natural Resources. In the capstone course, senior students use the skills they have developed to produce the *Cowboy Journal*, a full-color magazine distributed to OSU CASNR alumni as well as students, faculty, staff and others interested in the college. Students also apply their skills to create a public relations media campaign through the campaigns course. In addition to courses, agricultural communications students participate in at least one supervised internship while earning their undergraduate degrees. The result? Graduates who are well prepared to enter the workforce.

Fast Fact: OSU students have won more National Agricultural Communicators of Tomorrow (ACT) Critique and Contest awards than students from any other university in North America.

Alumni Spotlight

Oklahoma Farm Bureau Corporate Communications Team

Bachelor of Science in Agricultural Communications

The Oklahoma Farm Bureau's corporate communications team draws much of its strength from three OSU AGCM alumni. Dustin Mielke (2006) serves as a director of corporate communication. Karolyn Bolay (2011) and Samantha Smith (2014) are communications specialists. They earned their jobs as a result of their solid communications skills in writing and editing, graphic design, web design, new media, photography and broadcasting.

As students, all excelled in the classroom as well as in student organizations, including Agricultural Communicators of Tomorrow. Among them, they have multiple national ACT photography, design and writing awards. They have continued their winning ways as OFB employees who promote Oklahoma agriculture, outstanding farmers and their statewide organization every day.

CASNR Fast Facts

>>> Faculty Advising <<<

40+
Student Organizations

\$1.4
Million in
Scholarships
each year

13:1
Student to Faculty Ratio

45 States
Represented

4 out of 15
OSU Outstanding Seniors

Expanding Minds, Inspiring Purpose

College of Agricultural Sciences & Natural Resources

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