

focus on

2018-19 Academic Year

AGRICULTURAL COMMUNICATION
AND LEADERSHIP (MASS COMMUNICATION)

Agriculture drives Nebraska's economy, providing 1 in 3 jobs across the state. The agricultural communication and leadership concentration taps a growing profession that brings together agricultural, food, and life sciences with a practical understanding of all forms of marketing and public relations communication. You'll learn the complexity of communicating the science of agriculture in our media-rich world through writing, photography, video, and radio production. You'll learn how to promote a business and the issues within the industry while gaining an understanding of advertising, promotion, and social media marketing skills that can be applied in an agricultural context, giving you a leg up in this high-demand industry.

FAST FACTS

Hours:

36-48 hours for concentration
30 hours in general education

At least 120 hours are required for graduation from Wayne State College. You may add a second major, minor, or electives to help meet these requirements.

Degrees offered: B.A. or B.S.

Department: Communication Arts

School: Arts and Humanities

Internship: Encouraged but not required

Recommended minors: Business Administration, Editing and Publishing, Electronic Media, Environmental Studies, Graphic Design, Journalism, Online Media, Promotion and Media

..... focus on results

Skills Learned

- Agricultural communication
- Mass communication through various media
- Advertising copywriting
- Newswriting and journalism
- Social media marketing
- Persuasion, argumentation, and advocacy
- Organizational leadership
- Video and radio production
- Public speaking and speech delivery

Possible Careers

- Communications director
- Public relations coordinator
- Advertising / sales agent
- Agriculture marketing specialist
- News writer or editor
- Social media specialist
- Media relations manager
- Technical writer
- Photojournalist
- Content manager
- Extension educator

Types of Employers

- Food and farming companies
- Agriculture organizations
- Environmental agencies
- Government agencies
- Conservation agencies
- Schools, colleges, and universities
- Marketing / advertising agencies
- Newspapers and publishing companies
- Economic development organizations
- Research firms
- Non-profit organizations

outside the
classroom

Visit www.wsc.edu/clubs to learn more about clubs and organizations on campus.

Activities / Opportunities

- Communication workshops
- Media workshops
- Trips and conferences
- Peer mentoring, tutoring, and collaborative learning
- Special event planning
- Service-Learning

Clubs / Organizations

- Agricultural Communicators of Tomorrow (ACT)
- Media Club
- Lambda Pi Eta Honor Society
- Wildcat PR
- WSC Student Media (*KWSC-FM, KWSC-TV, The Wayne Stater*)

SAMPLE PROGRAM OF STUDY

Every effort is made to ensure this information is current, but please be aware that some content may have changed. There is no substitute for developing a careful course registration plan in consultation with your advisor. For questions about this content, please see your advisor.

Note: Students must complete all General Studies requirements as well as requirements for a second major or minor.

36-Hour option

FRESHMAN

CNA 101 Intro to Theatre (General Studies CAT 4).....	3
CNA 100 Principles of Human Communication (General Studies CAT 2)	3
CNA 162 Radio Production I.....	3
CNA 263 Intro to Mass Communication	3
ENG 102 Composition Skills (General Studies CAT 1)	3
Math by advisement (General Studies CAT 3)	3
General Studies CAT 5 and CAT 6	6
Elective, course in the minor, or second major	6

SOPHOMORE

CNA 150 Agricultural Communication	3
CNA 274 Video Production I.....	3
CNA 280 News Writing.....	3
CNA 372 Media Ethics.....	3
CNA 374 Public Relations.....	3
General Studies CAT 7	3
General Studies CAT 8.....	3
Electives, courses in the minor, or second major.....	9

JUNIOR

CNA 426 Social Media Marketing	3
CNA 459 Organizational Leadership.....	3
CNA 471 Mass Media and Society	3
General Studies CAT 9 and CAT 10	6
Electives, courses in the minor, or second major.....	15

SENIOR

CNA 400 Portfolio Seminar	0
CNA 467 Intercultural Communication.....	3
CNA 475 Communication Law	3
Electives, courses in the minor, or second major.....	24

48-Hour option

FRESHMAN

CNA 101 Intro to Theatre (General Studies CAT 4).....	3
CNA 100 Principles of Human Communication (General Studies CAT 2)	3
CNA 150 Agricultural Communication	3
CNA 162 Radio Production I.....	3
CNA 263 Intro to Mass Communication	3
CNA 274 Video Production I.....	3
ENG 102 Composition Skills (General Studies CAT 1)	3
Math by advisement (General Studies CAT 3)	3
General Studies CAT 5 and CAT 6	6

SOPHOMORE

CNA 252 Public Address.....	3
CNA 280 News Writing.....	3
CNA 301 Advertising Copywriting.....	3
CNA 302 Language and Human Behavior.....	3
CNA 372 Media Ethics.....	3
CNA 374 Public Relations.....	3
General Studies CAT 7 and CAT 8	6
Electives or courses in the minor	3-6

JUNIOR

CNA 377 Public Relations Writing.....	3
CNA 389 Photojournalism	3
CNA 390 Electronic Journalism	3
CNA 426 Social Media Marketing	3
CNA 458 Advanced News Writing.....	3
CNA 459 Organizational Leadership.....	3
General Studies CAT 9 and CAT 10	6
Electives or courses in the minor	3-6

SENIOR

CNA 400 Portfolio Seminar	0
CNA 450 Media Design Applications.....	3
CNA 453 Integrated Brand Promotion	3
CNA 461 Public Relations Case Studies	3
CNA 467 Intercultural Communication.....	3
CNA 470 Family Communication.....	3
CNA 471 Mass Media and Society	3
CNA 475 Communication Law	3
Electives or courses in the minor	6-9

**mass
communication
faculty**

Deborah Whitt, Ph.D.
Department Chair
402-375-7352
Humanities 113C

Michael White, Ed.D.
miwhite1@wsc.edu
Michael Marek, Ed.D.
mimarek1@wsc.edu

Justin Bergh, Ph.D.
jubergh1@wsc.edu