

AGRICULTURAL COMMUNICATION AND LEADERSHIP

Agriculture drives Nebraska’s economy, providing 1 in 3 jobs across the state. As food security and sustainability becoming more important, effective communication in the agriculture industry is vital. Agricultural communicators help convey complex topics such as food production, sustainability, and biotechnology in ways that are easier to understand and more engaging to the public. The Agricultural Communication and Leadership degree program taps into this growing profession that brings together an understanding of agriculture and science with a practical understanding of communication and marketing. Skilled communicators are needed to inform the public, shape industry perceptions, and influence policy.

fast facts

Credit hours: 36 (non-comprehensive) or 48

Students must also take 30 credit hours of General Studies courses. A total of 120 credit hours are needed to graduate from WSC. Additional majors or minors can be added to help meet graduation requirements.

Degree options: B.A. or B.S.

Department: Communication Arts

School: Arts and Humanities

Popular pairings: Agribusiness, Business Administration, Communication Studies, Journalism

focus on results

Skills Learned

- Agricultural policy and sustainable development
- Advertising copywriting
- Newswriting and journalism
- Social media marketing
- Persuasion and advocacy
- Organizational leadership and management
- Video, radio production, and digital production
- Public speaking and speech delivery

Possible Careers

- Agricultural policy advocate
- Communications director
- Public relations specialist
- Advertising / sales rep
- Agriculture marketing specialist
- News writer or editor
- Social media specialist
- Media relations coordinator
- Technical writer
- Extension educator

Types of Employers

- Elementary schools
- Middle schools
- High schools
- Colleges and universities
- Art galleries and museums
- Art supply stores
- Theatre companies
- Libraries
- Camps
- Publishing companies

outside the classroom

Activities / Opportunities

- Career Scholars Program
- Communication workshops
- Media workshops
- Trips and conferences
- Service-Learning

Clubs / Organizations

- Film Club
- Forensics Team
- Lambda Pi Eta (*national honor society for communication majors*)
- PR in Action
- WSC Student Media (KWSC-FM, KWSC-TV, *The Wayne Stater*)

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



The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

Program courses

Mass Communication Core Courses

CNA 263 Introduction to Mass Communication	3
CNA 280 News Writing.....	3
CNA 372 Media Ethics	3
CNA 471 Mass Media and Society	3
CNA 475 Communication Law	3
CNA 480 Senior Seminar in Mass Communication.....	3

Agricultural Communication and Leadership Concentration

Choose from the following electives.....	18
CNA 150 Introduction to Agricultural Communication (3)	
CNA 162 Audio Production (3)	
CNA 274 Video and Film Production I (3)	
CNA 374 Public Relations (3)	
CNA 426 Public Relations through Social Media (3)	
CNA 459 Organizational Leadership (3)	
CNA 497 Agriculture Communication Internship (3)	

Additional Courses for the 48-Hour Option

Choose from the following electives (required only for the 48-hour option).....	12
CNA 252 Public Address (3)	
CNA 301 Advertising Copywriting (3)	
CNA 302 Language and Human Behavior (3)	
CNA 352 Organizational Presentations (3)	
CNA 377 Public Relations Writing (3)	
CNA 379 Media Management (3)	
CNA 389 Photojournalism (3)	
CNA 390 Multiplatform Journalism (3)	
CNA 450 Media Design Applications (3)	
CNA 452 Public Relations Case Studies (3)	
CNA 453 Integrated Brand Promotion (3)	
CNA 457 Special Topics in Communication (3)	
CNA 458 Advanced News Writing and Reporting (3)	
CNA 461 Case Studies in Organizational Leadership (3)	
CNA 462 Communication Research Methods (3)	
CNA 467 Intercultural Communication (3)	
CNA 470 Family Communication (3)	
POS 430 Public Policy (3)	

Student learning outcomes

- 1. Demonstrate knowledge of the basic concepts of mass communication
- 2. Demonstrate mass communication skills
- 3. Apply principles of mass media

communication
arts faculty

 Visit www.wsc.edu/communication-arts-department to learn more about the Department of Communication Arts.

Rusty Ruth, MFA
Department Chair
Peterson Fine Arts 120
402-375-7422
ruruth1@wsc.edu

Sean Ahern, Ph.D.
Brian Begley, MFA
Robbie Hall, Ph.D.
Pat Janssen, B.S.

Allyn Lueders, Ph.D.
Teresa Morales, Ph.D.
Michael White, Ed.D.
Joe Whitt, Ph.D.