

AGRICULTURAL & ENVIRONMENTAL SCIENCES COMMUNICATION

Description

This degree program prepares students for careers in communications, advocacy and public service roles in the agricultural, natural resources and environmental disciplines. Degree requirements provide students a broad education combining skills and knowledge in agricultural, environmental and natural resources sciences, the social sciences and mass communications. Graduates of this program are also qualified to pursue careers in public relations, and public service in government agencies, nonprofit and private organizations.

To complete the program, students take core courses in the Agricultural Leadership, Education, and Communication (ALEC) Department, and then select courses in the College of Agricultural Sciences and Natural Resources (CASNR) to provide a science-based foundation for their content knowledge. Students then select one of three areas of emphasis for further coursework.

The program's general education requirements provide students a well-rounded introduction to science, communications, humanities and the social sciences. The agricultural and environmental sciences communication core provides an introduction to the areas of competence required of a professional communicator.

College Requirements

College Admission

Requirements for admission into the College of Agricultural Sciences and Natural Resources (CASNR) are consistent with general University admission requirements (one unit equals one high school year): 4 units of English, 4 units of mathematics, 3 units of natural sciences, 3 units of social studies, and 2 units of foreign language. Students must also meet performance requirements (ACT composite of 20 or higher OR combined SAT score of 950 or higher OR rank in the top one-half of graduating class; transfer students must have a 2.0 (on a 4.0 scale) cumulative grade point average and 2.0 on the most recent term of attendance. For students entering the PGA Golf Management degree program, a certified golf handicap of 12 or better (e.g., USGA handicap card) or written ability (MS Word file) equivalent to a 12 or better handicap by a PGA professional or high school golf coach is required. For more information, please visit: <http://pgm.unl.edu/requirements>.

Admission Deficiencies/Removal of Deficiencies

Students who are admitted to CASNR with core course deficiencies must remove these deficiencies within the first 30 credit hours at the University of Nebraska–Lincoln, or within the first calendar year at Nebraska, whichever takes longer, excluding foreign languages. Students have up to 60 credit hours to remove foreign language deficiencies. College-level coursework taken to remove deficiencies may be used to meet degree requirements in CASNR.

Deficiencies in the required entrance subjects can be removed by completion of specified courses in the University or by correspondence.

The Office of Admissions, Alexander Building (south entrance), City Campus, provides information to new students on how deficiencies can be removed.

College Degree Requirements Curriculum Requirements

The curriculum requirements of the College consist of three areas: ACE (Achievement-Centered Education); College of Agricultural Sciences and Natural Resources Core; and Degree Program requirements and electives. All three areas of the College Curriculum Requirements are incorporated within the description of the Major/Degree Program sections of the catalog. The individual major/degree program listings of classes insures that a student will meet the minimum curriculum requirements of the College.

Foreign Languages/Language Requirement

Two units of a foreign language are required. This requirement is usually met with two years of high school language.

Minimum Hours Required for Graduation

The College grants the bachelors degree in programs associated with agricultural sciences, natural resources and related programs. Students working toward a degree must earn at least 120 semester hours of credit. A minimum cumulative grade point average of C (2.0 on a 4.0 scale) must be maintained throughout the course of studies and is required for graduation. Some degree programs have a higher cumulative grade point average required for graduation. Please check the degree program on its graduation cumulative grade point average.

Grade Rules

Removal of C-, D and F Grades

Only the most recent letter grade received in a given course will be used in computing a student's cumulative grade point average if the student has completed the course more than once and previously received a grade or grades below C in that course.

The previous grade (or grades) will not be used in the computation of the cumulative grade point average, but it will remain a part of the academic record and will appear on any transcript.

A student can remove from his/her cumulative average a course grade of C-, D+, D, D- or F if the student repeats the same course at the University of Nebraska and receives a grade other than P (pass), I (incomplete), N (no pass), W (withdrew), or NR (no report). If a course is no longer being offered, it is not eligible for the revised grade point average computation process.

For complete procedures and regulations, see the Office of the University Registrar website at <http://www.unl.edu/regrec/course-repeats>.

Pass/No Pass

Students in CASNR may take any course offered on a Pass/No Pass basis within the 24-hour limitation established by the Faculty Senate. However, a department may specify that the Pass/No Pass status of its courses be limited to non-majors or may choose to offer some courses for letter grades only.

GPA Requirements

A minimum cumulative grade point average of C (2.0 on a 4.0 scale) must be maintained throughout the course of studies and is required for graduation. Some degree programs have a higher cumulative grade point

average required for graduation. Please check the degree program on its graduation cumulative grade point average.

Transfer Credit Rules

To be considered for admission, a transfer student, Nebraska resident or nonresident, must have an accumulated average of C (2.0 on a 4.0 scale) and a minimum C average in the last semester of attendance at another college. Transfer students who have completed less than 12 credit hours of college study must submit either ACT or SAT scores.

Ordinarily, credits earned at an accredited college are accepted by the University. The College, however, will evaluate all hours submitted on an application for transfer and reserves the right to accept or reject any of them. Sixty (60) is the maximum number of hours the University will accept on transfer from a two-year college. Ninety (90) is the maximum number of hours the University will accept from a four-year college. Transfer credit in the degree program must be approved by the degree program advisor on a Request for Substitution Form to meet specific course requirements, group requirements, or course level requirements in the major. At least 9 hours in the major field, including the capstone course, must be completed at the University of Nebraska–Lincoln regardless of the number of hours transferred.

The College will accept no more than 10 semester hours of C-, D+, D and D- grades from other schools. The C-, D+, D and D- grades can only be applied to free electives. This policy does not apply to the transfer of grades from UNO or UNK to the University of Nebraska–Lincoln.

Joint Academic Transfer Programs

The College of Agricultural Sciences and Natural Resources has agreements with many institutions to support joint academic programs. The transfer programs include dual degree programs and cooperative degree programs. Dual degree programs offer students the opportunity to receive a degree from a participating institution and also to complete requirements for a bachelor of science degree in CASNR. Cooperative programs result in a single degree from either the University of Nebraska–Lincoln or the cooperating institution.

Dual Degree Programs

A to B Programs

The A to B Program, a joint academic program offered by the CASNR and participating community colleges, allows students to complete the first two years of a degree program at the participating community college and continue their education and study in a degree program leading toward a bachelor of science degree.

The A to B Program provides a basic knowledge plus specialized coursework. Students transfer into CASNR with junior standing.

Depending on the community college, students enrolled in the A to B Program may complete the requirements for an associate of science at the community college, transfer to the University of Nebraska–Lincoln, and work toward a bachelor of science degree.

Participating community colleges include:

- Central Community College
- Metropolitan Community College
- Mid-Plains Community College
- Nebraska College of Technical Agriculture
- Northeast Community College

- Southeast Community College
- Western Nebraska Community College

3+2 Programs

Two specialized degree programs in **animal science** and **veterinary science** are offered jointly with an accredited college or school of veterinary medicine. These two programs permit CASNR animal science or veterinary science students to receive a bachelor of science degree from the University of Nebraska–Lincoln with a degree in animal science or veterinary science after successfully completing two years of the professional curriculum in veterinary medicine at an accredited veterinary school. Students who successfully complete the 3+2 Program, must complete the Application for Degree form and provide transcripts to the Credentials Clerk, Office of the University Registrar, 107 Canfield Administration Building. Students should discuss these degree programs with their academic advisor.

Cooperative Degree Programs

Academic credit from the University and a cooperating institution is applied towards a four-year degree from either the University of Nebraska–Lincoln (University degree-granting program) or the cooperating institution (non University degree-granting program). All have approved programs of study.

UNL Degree-Granting Programs

A University of Nebraska–Lincoln degree-granting program is designed to provide students the opportunity to complete a two-year program of study at one of the four-year institutions listed below, transfer to CASNR and complete the requirements for a bachelor of science degree.

Chadron State College. Chadron State College offers a 2+2 program leading to a grassland ecology and management degree program and a transfer program leading to a bachelor of science in agricultural education in the teaching option.

Wayne State College. Wayne State College offers a 3+1 program leading to a bachelor of science in plant biology in the ecology and management option.

University of Nebraska at Kearney. Transfer programs are available for students pursuing degree programs leading to a bachelor of science degree.

University of Nebraska at Omaha. The University of Nebraska at Omaha (UNO) cooperates with CASNR in providing four-semester pre-agricultural sciences, pre-natural resources, pre-food science and technology, pre-horticulture and pre-turfgrass and landscape management transfer programs.

A student enrolled in these programs may transfer all satisfactorily completed academic credits identified in the suggested program of study, and enter CASNR to study toward a degree program leading to a bachelor of science degree. The total program would require a minimum of four years or eight semesters (16 credit hours/semester or 120 credit hours).

Nebraska CASNR faculty teach horticulture and food science and technology courses at UNO to assist an urban population in better understanding the food processing, horticulture, and landscape horticulture industries.

For more information, contact the CASNR Dean's Office, 800-472-8800, ext. 2541.

Non University of Nebraska–Lincoln Degree-Granting Programs

CASNR cooperates with other institutions to provide coursework that is applied towards a degree at the cooperating institution. Pre-professional programs offered by CASNR allow students to complete the first two or three years of a degree program at the University prior to transferring and completing a degree at the cooperating institution.

Chadron State College–Range Science. The 3+1 Program in range science allows Chadron State College students to pursue a range science degree through Chadron State College. Students complete three years of coursework at Chadron State College and one year of specialized range science coursework (32 credit hours) at CASNR.

Dordt College (Iowa)–Agricultural Education: Teaching Option. This program allows students to pursue an Agricultural Education Teaching Option degree leading toward a bachelor of science in agricultural education. Students at Dordt College will complete 90 credit hours in the Agricultural Education: Teaching Option Transfer Program.

Residency

Students must complete at least 30 of the total hours for their degree using University of Nebraska–Lincoln credits. At least 18 of the 30 credit hours must be in courses offered through CASNR¹ (>299) including the appropriate ACE 10 degree requirement or an approved ACE 10 substitution offered through another Nebraska college and excluding independent study regardless of the number of hours transferred. Credit earned during education abroad may be used toward the residency requirement if students register through UNL and participate in prior-approved education abroad programs. University of Nebraska–Lincoln open enrollment and summer independent study courses count toward residence.

¹ Includes courses taught by CASNR faculty through interdisciplinary prefixes (e.g., LIFE, MBIQ, ENVR, SCIL, EAEP, HRTM, ENSC) and CASNR crosslisted courses taught by non-CASNR faculty.

Online and Distance Education

There are many opportunities to earn college credit online through the University of Nebraska–Lincoln. Some of these credits may be applicable not only as elective credits, but also toward the fulfillment of the College’s education requirements. Credits earned online may count toward residency. However, certain offerings may not be counted toward scholarship requirements or academic recognition criteria.

For further information, contact:

Office of Online and Distance Education
 University of Nebraska–Lincoln
 305 Brace Labs
 Lincoln, NE 68588-0109
 402-472-4681
<http://online.unl.edu/>

Independent Study Rules

Students wishing to take part in independent studies must obtain permission; complete and sign a contract form; and furnish copies of the contract to the instructor, advisor, departmental office, and the Dean’s Office. The contract should be completed before registration. Forms are available in 103 Agricultural Hall or online at the CASNR website.

Independent study projects include research, literature review or extension of coursework under supervision and evaluation of a departmental faculty member.

Students may only count 12 hours of independent study toward their degrees and no more than 6 hours can be counted during their last 36 hours earned, excluding senior thesis, internships, and courses taught under an independent study number.

Other College Degree Requirements

Capstone Course Requirement

A capstone course is required for each CASNR degree program. A capstone course is defined as a course in which students are required to integrate diverse bodies of knowledge to solve a problem or formulate a policy of societal importance.

ACE Requirements

All students must fulfill the Achievement Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (<https://ace.unl.edu>).

The minimum requirements of CASNR reflect the common core of courses that apply to students pursuing degrees in the college. Students should work with an advisor to satisfy ACE outcomes 1, 2, 3, 4, 6 and 10 with the college requirements.

Catalog Rule

Students must fulfill the requirements stated in the catalog for the academic year in which they are first admitted to the University of Nebraska–Lincoln or when they were first admitted to a Joint Academic Transfer Program. In consultation with advisors, a student may choose to follow a subsequent catalog for any academic year in which they are admitted to and enrolled as a degree-seeking student at Nebraska in the College of Agricultural Sciences and Natural Resources. Students must complete all degree requirements from a single catalog year. The catalog which a student follows for degree requirements may not be more than 10 years old at the time of graduation.

Learning Outcomes

Graduates of agricultural and environmental sciences communication will be able to:

1. Demonstrate competence in visual and written communication techniques.
2. Apply communication concepts, theories and principles of critical thinking to real world issues facing agriculture and the environment.
3. Understand diverse perspectives related to food, fuel, water, landscapes and people in Nebraska, nationally and globally.
4. Communicate agricultural and environmental science information in lay language to targeted audiences.

Major Requirements

Core Requirements

College Integrative Courses

SCIL 101	Science and Decision-Making for a Complex World	3
ALEC 480	Capstone Experience in Agricultural and Environmental Sciences Communication (ACE 10)	3
Credit Hours Subtotal:		6

Communications

Written Communication (ACE 1)

Select one of the following:		3
ENGL 150	Writing and Inquiry	
ENGL 151	Writing and Argument	
ENGL 254	Writing and Communities	
JOUR 202	Reporting I	

Communications & Interpersonal Skills Electives (ACE 2)

Select one of the following:		3
ALEC 102	Interpersonal Skills for Leadership (Recommended)	
COMM 101	Communication in the 21st Century	
COMM 209	Public Speaking	
COMM 286	Business and Professional Communication	

Credit Hours Subtotal: 6

Mathematics and Statistics (beyond college algebra) (ACE 3)

STAT 218	Introduction to Statistics	3
Select 2-5 hours of the following: ¹		2-5
MATH 102	Trigonometry	
MATH 103	College Algebra and Trigonometry	
MATH 104	Applied Calculus	
MATH 106	Calculus I	
MATH 203	Contemporary Mathematics	

Credit Hours Subtotal: 5-8

Natural Sciences (ACE 4)

Select one of the following:		4
AGRO 131 / HORT 131 & AGRO 132	Plant Science and Agronomic Plant Science Laboratory	
HORT 131 / AGRO 131 & HORT 133	Plant Science and Horticultural Plant Science Laboratory	
BIOS 101 & BIOS 101L	General Biology and General Biology Laboratory	
LIFE 120 & LIFE 120L	Fundamentals of Biology I and Fundamentals of Biology I laboratory	
ENTO 115 / BIOS 115 & ENTO 116 / BIOS 116	Insect Biology and Insect Identification	

Select one of the following:

CHEM 105	Chemistry in Context I	4-5
CHEM 109	General Chemistry I	
MSYM 109	Physical Principles in Agriculture and Life Sciences	
PHYS 141	Elementary General Physics I	
PHYS 151	Elements of Physics	

Credit Hours Subtotal: 8-9

Economics, Humanities and Social Sciences

Select one of the following (ACE 6):

ANTH 110	Introduction to Anthropology	3-4
PSYC 181	Introduction to Psychology	
SOCI 101	Introduction to Sociology	

Select one of the following (ACE 6):

AECN 141	Introduction to the Economics of Agriculture	3
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ECON 200	Economic Essentials and Issues	
ECON 211	Principles of Macroeconomics	
ECON 212	Principles of Microeconomics	

Select 3 hours of Humanities (ACE 5) 3

Select 3 hours of Arts (ACE 7) 3

Select 3 hours of Ethics (ACE 8) 3

Select 3 hours of Global Awareness & Diversity (ACE 9) 3

Credit Hours Subtotal: 18-19

Total Credit Hours 43-48

¹ Proficiency at the college algebra level must be demonstrated either by a placement exam or through coursework. If MATH 103 is taken, only 2 credit hours can be counted toward this requirement. If MATH 106 is completed, the ACE 3 requirement is fulfilled. STAT 218 is still required.

Specific Major Requirements

Required ALEC Courses

ALEC 136	Fundamentals of Agricultural and Environmental Sciences Communication	3
ALEC 200	Writing for Agriculture and Natural Resources	3
ALEC 207 / ADPR 207	Communicating to Public Audiences	3
ALEC 240	Digital Photography and Visual Communication for Agriculture and the Environment	3
ALEC 241	Mobile Video Production of Agricultural and Environmental Issues	3
ALEC 305	Presentation Strategies for Agricultural Audiences	3
ALEC 350	Agriculture, the Environment & Science in the Media	3
ALEC 388 / AECN 388	Ethics in Agriculture and Natural Resources	3
ALEC 495B	Internship in Agricultural and Environmental Sciences Communication	3

Select two of the following: 6

ALEC 108	Food in Society	
ALEC 125	Land, Food and People	
ALEC 341	Podcasting to Increase Science Literacy	
ALEC 393 / NRES 393	Digital Imaging and Storytelling in Agriculture and Natural Resources	
ALEC 397	Special Topics	
ALEC 399	Independent Study in Communications	
ALEC 417 / ADPR 417	Issues Management and Crisis Communications in Agriculture	
ALEC 421	Agricultural & Environmental Sciences Communication Practicum	
ALEC 428 / NRES 428	Leadership in Public Organizations	

Credit Hours Subtotal: 33

Required Communication Courses

JOUR 201	Editing I	3
ADPR 151	Introduction to Advertising and Public Relations	3

Select one of the following:	3
COMM 101 Communication in the 21st Century	
COMM 215 Visual Communication	
COMM 283 Interpersonal Communication	
COMM 300 Nonverbal Communication	
COMM 312 Argumentation	
COMM 325 Interviewing	
COMM 375 Theories of Persuasion	
COMM 386 Organizational Communication	
COMM 452 Media and Culture	
COMM 470 Interpersonal Communication Theory	
Credit Hours Subtotal:	9
Total Credit Hours	42

CASNR Agricultural Science Content Courses

Required CASNR Content Area Courses

Complete 15 hours of coursework in any CASNR department. Select in consultation with academic advisor.	15
Credit Hours Subtotal:	15
Total Credit Hours	15

Program Emphasis Areas

Select one of the following three options for a total of 18 hours.

Agricultural Sciences and Natural Resources

Select any CASNR minor in consultation with an academic advisor ¹	18
Total Credit Hours	18

¹ Select any CASNR minor program and complete as required. Choose from CASNR Undergraduate Catalog.

Agricultural and Environmental Sciences Strategic Communications

Required Course

ADPR 283 Strategy Development for Advertising and Public Relations	3
Credit Hours Subtotal:	3

Group 1 – Issues Courses

Select two of the following:	6
AECN 276 / SOCI 241 Rural Sociology	
AECN 345 Policy Issues in Agriculture and Natural Resources	
AECN 357 / NREE 357 Natural Resource and Environmental Law	
AECN 367 Agricultural Development in Developing Countries	
AECN 420 International Food and Agricultural Trade	
AECN 445 / NREE 445 Agricultural and Natural Resource Policy Analysis	
AECN 456 / NREE 456 Environmental Law	
AECN 457 / NREE 457 / WATS 457 Water Law	
ENSC 230 Energy and the Environment: Economics and Policy	

ENVR 249 Individual and Cultural Perspectives on the Environment	
ENVR 319 Environmental Engagement and the Community	
FDST 280 Contemporary Issues in Food Science	
NRES 104 Climate in Crisis	
NRES 323 Natural Resources Policy	
Credit Hours Subtotal:	6

Group 2 – Communication Courses

Select three of the following:	9
ADPR 221 Strategic Writing for Advertising and Public Relations	
ADPR 323 Copy and Concept	
ADPR 333 Design and Layout	
ADPR 360 Media Planning and Strategy	
ADPR 434 Digital Insight & Analytics	
ADPR 447 Strategic and Creative Concepting	
ADPR 450 Public Relations Management and Case Studies	
ADPR 451 Public Relations Techniques	
ADPR 458 Interactive Media Design	
ADPR 481 Advertising and Public Relations Research	
ADPR 484 Brands & Branding	
ADPR 489 Advertising and Public Relations Campaigns	
COMM 101 Communication in the 21st Century	
COMM 215 Visual Communication	
COMM 283 Interpersonal Communication	
COMM 300 Nonverbal Communication	
COMM 312 Argumentation	
COMM 325 Interviewing	
COMM 375 Theories of Persuasion	
COMM 386 Organizational Communication	
COMM 452 Media and Culture	
COMM 470 Interpersonal Communication Theory	
Credit Hours Subtotal:	9
Total Credit Hours	18

Agricultural and Environmental Sciences Public Issues Communication

Group 1 – Option Content Courses

Select two of the following:	6
AGRO 107 / NRES 107 Invasive Plant Species: Impacts on Ecosystems	
AGRO 153 / HORT 153 / SOIL 153 Soil Resources	
AGRO 204 Resource-Efficient Crop Management	
AGRO 240 / RNGE 240 Forage Crop and Pasture Management	
ASCI 100 Fundamentals of Animal Biology and Industry	
ASCI 150 Animal Production Skills	
ASCI 210 Animal Products	
ASCI 250 Animal Management	

ASCI 252	Introduction to the Horse Industry and Management
ASCI 370	Animal Welfare
ENSC 110	Energy in Perspective
ENSC 220	Introduction to Energy Systems
ENTO 300 / BIOS 300 / NRES 300	Toxins in the Environment
ENVR 201	Science, Systems, Environment and Sustainability
ENVR 249	Individual and Cultural Perspectives on the Environment
ENVR 319	Environmental Engagement and the Community
GEOL 101	Dynamic Earth
GEOL 106	Environmental Geology
GEOL 115	The Earth's Energy Resources
HORT 270 / AGRO 270 / NRES 270 / PLPT 270	Biological Invaders
NRES 108	Earth's Natural Resource Systems Laboratory
NRES 408 / AGRO 408 / GEOG 408 / HORT 408 / METR 408 / WATS 408	Microclimate: The Biological Environment
METR 100	Weather and Climate
NRES 208	Applied Climate Sciences
NRES 211	Introduction to Conservation Biology
NRES 220	Principles of Ecology
NRES 222	Ecology Laboratory
WATS 281 / GEOG 281 / NRES 281	Introduction to Water Science
WATS 354 / MSYM 354 / SOIL 354	Soil Conservation and Watershed Management
WATS 361 / AGRO 361 / GEOL 361 / SOIL 361	Soils, Environment and Water Quality
Credit Hours Subtotal:	6

Group 2 – Issues Courses

Select two of the following: 6

AECN 256	Legal Aspects in Agriculture
AECN 276 / SOCI 241	Rural Sociology
AECN 345	Policy Issues in Agriculture and Natural Resources
AECN 357 / NREE 357	Natural Resource and Environmental Law
AECN 367	Agricultural Development in Developing Countries

AECN 420	International Food and Agricultural Trade
AECN 445 / NREE 445	Agricultural and Natural Resource Policy Analysis
AECN 456 / NREE 456	Environmental Law
AECN 457 / NREE 457 / WATS 457	Water Law
ENSC 230	Energy and the Environment: Economics and Policy
ENVR 249	Individual and Cultural Perspectives on the Environment
ENVR 319	Environmental Engagement and the Community
FDST 280	Contemporary Issues in Food Science
NRES 104	Climate in Crisis
NRES 323	Natural Resources Policy

Credit Hours Subtotal: 6

Group 3 – Communication Courses

Select two of the following: 6

COMM 215	Visual Communication
COMM 220	Public Advocacy and Civic Engagement
COMM 283	Interpersonal Communication
COMM 300	Nonverbal Communication
COMM 312	Argumentation
COMM 325	Interviewing
COMM 375	Theories of Persuasion
COMM 386	Organizational Communication
COMM 452	Media and Culture
COMM 470	Interpersonal Communication Theory

Credit Hours Subtotal: 6

Total Credit Hours 18

Free Electives

Complete 0-2 hours of free electives 0-2

Credit Hours Subtotal: 0-2

Requirements For Minor Offered by Department

The agricultural and environmental sciences communication minor provides students an opportunity to focus on building communication skills and knowledge in the context of global challenges and issues related to food, fiber, fuel, and water. Students complete a series of communication courses using problem-based and experiential-learning strategies and combine subject area knowledge gained in courses from their majors with strategies and skills to effectively communicate in a 21st Century global society. Students enrolled in the minor will build knowledge and skills in visual literacy, media literacy, science literacy, as well as competencies and increased understanding of challenging, global, 21st Century issues related to communication, agriculture, and natural resources.

AESC Minor Learning Outcomes

- Develop an understanding of the importance of communication in addressing 21st Century global issues related to food, fiber, fuel, and water.
- Identify and analyze effective communication strategies for discussing challenging issues influencing food production.
- Develop and demonstrate excellence in written and oral communication through various course assignments and projects.
- Create messages and campaigns about controversial scientific issues utilizing critical communication theories and frameworks, as well as multimedia tools and applications for increasing the science literacy of diverse audiences.
- Design, implement, and evaluate a communications project integrated into real-world science engagement contexts connected to CASNR disciplines that demonstrates an understanding of media literacy, science literacy, visual literacy, and digital citizen concepts.

Requirements for the Minor

The minor is 18 credit hours (minimum), with three required core courses, two electives, and one required project course.

Core Courses – Required

ALEC 200	Writing for Agriculture and Natural Resources	3
ALEC 207 / ADPR 207	Communicating to Public Audiences	3
ALEC 350	Agriculture, the Environment & Science in the Media	3
Credit Hours Subtotal:		9

Electives

Select two of the following: 6

ALEC 136	Fundamentals of Agricultural and Environmental Sciences Communication	
ALEC 240	Digital Photography and Visual Communication for Agriculture and the Environment	
ALEC 241	Mobile Video Production of Agricultural and Environmental Issues	
ALEC 305	Presentation Strategies for Agricultural Audiences	
ALEC 341	Podcasting to Increase Science Literacy	
ALEC 393	Digital Imaging and Storytelling in Agriculture and Natural Resources	
ALEC 417 / ADPR 417	Issues Management and Crisis Communications in Agriculture	
Credit Hours Subtotal:		6

Project Course – Required¹

ALEC 421	Agricultural & Environmental Sciences Communication Practicum	3
Credit Hours Subtotal:		3
Total Credit Hours		18

¹ Prerequisite is junior/senior status.

PLEASE NOTE

This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department

academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

Agricultural Sciences and Natural Resources Agricultural and Environmental Sciences Strategic Communications Agricultural and Environmental Sciences Public Issues Communication Career Information

The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.

Jobs of Recent Graduates

- Public Information Officer & Exec. Officer, The Nebraska Wheat Board & Wheat Growers Assoc. - Lincoln NE
- Deputy Press Secretary, U.S. House of Representatives - Washington DC
- Marketing Specialist, LI-COR Biosciences - Lincoln NE
- Farm Broadcaster, Rural Radio Network - Scottsbluff NE
- Communications Specialist, Farmway Coop - Beloit KS
- Editor & Agricultural Reporter, Northeast Nebraska News Company - Hartington NE
- Social Media Coordinator, RFD TV - Omaha NE
- Creative Services Manager, David & Associates - Hastings NE
- Account Coordinator, Broadhead - Minneapolis MN
- Sales Representative, Dow AgroSciences - Indianapolis IN

Internships

- Communications Intern, Nebraska Wheat Board - Lincoln NE
- Corporate Communications Intern, Aurora Cooperative - Aurora NE
- Marketing and Public Relations Intern, AKSARBEN Foundation - Omaha NE
- Sales Intern, Dow AgroSciences - Lincoln NE
- Promotions Department Intern, NBC Universal Sports Network -
- Broadcast Intern, UNL Ed Media - Lincoln NE
- Program & Production Intern, Rural Media Group, Inc. and RFD TV - Omaha NE
- Public Relations/Marketing, Ak-Sar-Ben/River City Roundup - Omaha NE
- Media Intern, American Royal - Kansas City MO
- Marketing and Communications Intern, Agriculture Future of America - Kansas City MO