



TEXAS TECH UNIVERSITY

Department of Agricultural
Education and Communications

M. S. - Agricultural Communications

Department of Agricultural Education & Communications
Texas Tech University
MS 42131, Lubbock, TX 79409
(806) 742-2816 <http://www.depts.ttu.edu/aged/>

Master of Science in Agricultural Communications

This master's degree is designed to prepare graduates for entry into or advancement in a variety of mass media, marketing, and public relations positions. This program also provides development of professional communications skills for related careers in agribusiness, government service, education, and extension. The master's degree program in agricultural communications provides a flexible program, which can be tailored to meet each student's unique situation. Specialization areas such as marketing, mass media, and public relations are also available through cooperation with the College of Mass Communications.

This degree program is intended primarily for students who enter with a bachelor's degree in agricultural communications, journalism, agricultural communication/journalism, advertising, broadcasting, public relations, or related fields. However, students with an undergraduate degree outside of these areas may still pursue this degree.¹ This on-campus program typically takes four semesters to complete. The Master of Science in Agricultural Communications requires a minimum of 36 semester hours of graduate course work and has a thesis or non-thesis option.

CURRICULUM (Minimum of 36 hours)

Agricultural Communications Core (18 hours)²

ACOM 5201 – *Contemporary Issues in Agricultural Communications*
ACOM 5302 – *Knowledge Management in Agriculture and Natural Resources*
ACOM 5303 – *Advanced Computer Applications in Agricultural Communications*
ACOM 5304 – *Risk & Crisis Communications in Agriculture and Natural Resources*
ACOM 5306 – *Foundations of Agricultural Communications*
ACOM 5307 – *Methods of Technological Change*
ACOM 7100 – *Graduate Seminar*

Research Core (12 hours)

AGED 5302 – *Research Methods and Analysis in Agricultural Education and Communications*
AGED 5312 – *Assessing Program Effectiveness in Agriculture and Extended Education*
ACOM 6000 – *Master's Thesis*³

Support Area (select a minimum of six hours from these possible areas)

Advertising
Agricultural Education (including International and Leadership areas of study)
Communication Studies
Journalism
Management
Marketing
Mass Communications
Photography
Public Relations

¹ Those students who enter without an agricultural communications-related degree will need to take news writing as one of their elective courses

² Unless otherwise noted, the second digit in the course number indicates the number of credits for the course.

³ Non-thesis option requires the student to complete 6 additional credit hours and successfully complete a comprehensive oral examination over their completed course work at the end of the degree program