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 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** (15 hours)²

Required (6 hours)
- ACOM 5304 – Risk & Crisis Communications in Agriculture and Natural Resources
- ACOM 5306 – Foundations of Agricultural Communications

Optional (select 9 hours from these courses)
- ACOM 5302 – Knowledge Management in Agriculture and Natural Resources
- ACOM 5303 – Advanced Imaging and Design in Agricultural Communications
- AGED 5307 – Methods of Technological Change
- ACOM 5308 – Utilizing Online Media in Agricultural Communications

**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 Thesis³

**Support Area** (9 hours - possible areas of study include but are not limited to:)
- Advertising
- Agricultural Leadership
- Journalism
- Marketing
- Photography
- Agricultural Education (including International)
- Communication Studies
- Management
- Mass Communications
- Public Relations
- Relevant courses from the Great Plains IDEA (Interactive Distance Education Alliance)

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.