



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 Media & Communication.

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. The Master of Science in Agricultural Communications requires a minimum of 30 semester hours of graduate course work for the thesis option and 36 semester hours for the non-thesis option.

CURRICULUM¹

Thesis Option (minimum of 30 hours)	Non-thesis Option (minimum of 36 hours)
<p>Agricultural Communications Core (18 hours) <u>Required (6 hours)</u></p> <ul style="list-style-type: none"> • ACOM 5304 <i>Risk & Crisis Communications in Agriculture and Natural Resources</i> • ACOM 5306 <i>Foundations of Agricultural Communications</i> <p><u>Optional (select 12 hours from these courses)</u></p> <ul style="list-style-type: none"> • ACOM 5302 <i>Knowledge Management in Agriculture and Natural Resources</i> • ACOM 5303 <i>Advanced Imaging and Design in Agricultural Communications</i> • ACOM 5305 <i>Public Opinion in Agriculture and Natural Resources</i> • AGLS 5302 <i>Methods of Technological Change</i> • ACOM 5308 <i>Utilizing Online Media in Agricultural Communications</i> <p>Research Core (12 hours)</p> <ul style="list-style-type: none"> • AGED 5302 <i>Research Methods and Analysis in Agricultural Education and Communications</i> • AGED 5312 <i>Data Analysis & Presentation in Agricultural Communications and Education</i> • AGED 6000 <i>Master's Thesis</i> (6 hours) 	<p>Agricultural Communications Core (18 hours) <u>Required (6 hours)</u></p> <ul style="list-style-type: none"> • ACOM 5304 <i>Risk & Crisis Communications in Agriculture and Natural Resources</i> • ACOM 5306 <i>Foundations of Agricultural Communications</i> <p><u>Optional (select 12 hours from these courses)</u></p> <ul style="list-style-type: none"> • ACOM 5302 <i>Knowledge Management in Agriculture and Natural Resources</i> • ACOM 5303 <i>Advanced Imaging and Design in Agricultural Communications</i> • ACOM 5305 <i>Public Opinion in Agriculture and Natural Resources</i> • AGLS 5302 <i>Methods of Technological Change</i> • ACOM 5308 <i>Utilizing Online Media in Agricultural Communications</i> <p>Research Core (6 hours)</p> <ul style="list-style-type: none"> • AGED 5302 <i>Research Methods and Analysis in Agricultural Education and Communications</i> • AGED 5312 <i>Data Analysis & Presentation in Agricultural Communications and Education</i> <p>Support Area (12 hours)</p> <ul style="list-style-type: none"> • In conjunction with your adviser, select four more courses. Possible areas include, but are not limited to: advertising, agricultural education, agricultural leadership, communication studies, journalism, marketing, and public relations.

¹ Unless otherwise noted, the second digit in the course number indicates the number of credits for the course.