

Agricultural Communication & Marketing



Agricultural Communication & Marketing (ACM) is a unique major that combines a passion for food, agricultural and natural resource sciences with fundamental real-world skills in strategic communication, leadership and marketing as well as business management and a choice of science specialization, or track. Course topics range from video production and social media campaigns to layout/design, podcasting, digital storytelling, and communicating science to the public, among others. ACM students learn how to build understanding, share knowledge, increase awareness and make valuable contributions to the dynamic and evolving fields of food and agriculture.

TRACKS

Food, Agricultural, and Natural Resource Sciences: Apply leadership, marketing, communications, and human resource development skills to a broad range of agricultural focus areas including plant science, animal science, and natural resources.

Crops and Soils: Explore the world of agricultural production inputs (e.g., seeds, fertilizers, crop-protection products) while building a solid foundation in marketing, leadership, and communication.

Food Industries: Advance complex problems facing food industries and consumers. Combine understanding of food and life sciences with marketing, leadership, communication, and business management skills.



RECENT GRADS ARE...

- Social Media Managers
- Seed Sales Associates
- Public Relations Executives
- Directors of Marketing
- Crop Advisors
- Photographers
- Graphic Designers
- Agricultural News Reporters



100%

OF STUDENTS HAVE REAL-WORLD INTERNSHIP EXPERIENCE BEFORE GRADUATION





GO GLOBAL

GAIN CREDIT WHILE STUDYING ABROAD!
Here are some examples of the many study abroad programs and destinations available to you.

England: Shires, Shorthorns, and Sheep: Exploring Livestock Systems in England

France: From Farm to Fork: Sustainable Food Systems

Greece: Greek Agriculture & Gastronomy: A Taste of the Mediterranean

Italy: Sustainable Food Systems of Italy

Bahamas: Tropical Marine Biology and Shark Ecology

▶ Graduates of this major have gone on to industries such as agribusiness, marketing firms, farms and ranches, commodity organizations, and government agencies.

▶ 90% of students reported finding employment within the first year of graduation.

GET INVOLVED



- ### STUDENT GROUPS
- National Agri-Marketing Association (NAMA)
 - Agricultural Education, Communication & Marketing Club
 - Agricultural Communicators of Tomorrow (ACT)
 - National Grocers Association (NGA)
 - Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS)

