

Date Submitted: 11/07/18 4:05 pm

Viewing: **AECTBS-ACOM : Agricultural Education, Communication & Technology: Agricultural Communications Concentration**

Last approved: 03/30/18 8:21 am

Last edit: 11/08/18 1:58 pm

Changes proposed by: jdmiller

Catalog Pages Using
this Program

[Agricultural Education, Communication and Technology B.S.A. with Communicati
Concentration](#)

Submitter: User ID: crsleaf1 Phone:
575-6731

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification

Revising Curriculum of an Existing Certificate or Degree Program--(LON 11C)

Are you adding a concentration?

No

Are you adding a track?

No

Are you adding a focused study?

No

Effective Catalog Year Fall 2019

College/School Code

Bumpers College of Agricultural, Food, and Life Sciences(AFLS)

In Workflow

1. AFLS Dean Initial
2. Provost Initial
3. Director of Program Assessment and Review
4. Registrar Initial
5. Institutional Research
6. AECT Chair
7. AECT Curriculum Committee
8. AFLS Faculty
9. AFLS Dean
10. Global Campus
11. Provost Review
12. University Course and Program Committee
13. Faculty Senate
14. Provost Final
15. ADE Licensure Approval
16. Provost's Office-- Documentation sent to System Office
17. Higher Learning Commission
18. Board of Trustees
19. ADHE Final
20. Provost's Office-- Notification of Approval
21. Registrar Final
22. Catalog Editor Final

Approval Path

Department Code

Department of Agricultural Education, Communication and Technology(AECT)

Program Code

AECTBS-ACOM

Degree

Bachelor of Science in Agricultural, Food & Life Sciences

CIP Code

1. 11/02/18 2:24 pm
Vicky Watkins
(watkinsv): Rollback
to Initiator
2. 11/05/18 8:39 am
Lona Robertson
(ljrobert): Approved
for AFLS Dean Initial
3. 11/05/18 1:25 pm
Terry Martin
(tmartin): Approved
for Provost Initial
4. 11/07/18 10:39 am
Alice Griffin
(agriffin): Rollback
to Initiator
5. 11/08/18 8:10 am
Lona Robertson
(ljrobert): Approved
for AFLS Dean Initial
6. 11/08/18 8:33 am
Terry Martin
(tmartin): Approved
for Provost Initial
7. 11/08/18 2:08 pm
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
8. 11/09/18 11:04 am
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
9. 11/09/18 11:10 am
Gary Gunderman
(ggunderm):
Approved for

- Institutional
Research
10. 11/09/18 11:29 am
George Wardlow
(wardlow):
Approved for AECT
Chair
 11. 11/09/18 11:44 am
Jefferson Miller
(jdmiller): Approved
for AECT Curriculum
Committee
 12. 11/09/18 11:55 am
Douglas Karcher
(karcher): Approved
for AFLS Faculty
 13. 11/09/18 1:40 pm
Lona Robertson
(ljrobert): Approved
for AFLS Dean
 14. 11/09/18 3:53 pm
Miran Kang (kang):
Approved for Global
Campus
 15. 11/09/18 3:59 pm
Terry Martin
(tmartin): Approved
for Provost Review

History

1. Aug 13, 2014 by
Leepfrog
Administrator
(clhelp)
2. Aug 13, 2014 by
Leepfrog
Administrator
(clhelp)
3. Mar 25, 2015 by
Charlie Alison

(calison)

4. Mar 25, 2015 by
Charlie Alison
(calison)

5. Mar 30, 2018 by
Gina Daugherty
(gdaugher)

01.0801 - Agricultural and Extension Education Services.

Program Title

Agricultural Education, Communication & Technology: Agricultural Communications Concentration

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total **120 38**
hours needed to
complete the
program?

Program Requirements and Description

Requirements

Additional Requirements for ACOM Concentration (~~39~~ hours)

~~ACOM Requirements~~ ~~39~~

ACOM Concentration Requirements (21 + 3 Practicum hours)

JOUR 1033 Fundamentals of Journalism 3

Select 6 hours from the following:

~~AGEC-3313~~ ~~Agribusiness Sales~~

~~AGED-3133~~ ~~Instructional and Presentation Strategies~~

~~AGED-4443~~ ~~Principles of Technological Change~~

~~COMM-2303~~ ~~Advanced Public Speaking~~

COMM 2343	Introduction to Small-Group Communication	
COMM 3703	Organizational Communication	
JOUR 2013	News Reporting I	
JOUR 2032	Broadcast News Reporting I	
& JOUR 2031L	and Broadcast News Reporting I Laboratory	
JOUR 2332	Photo Journalism I	
& JOUR 2331L	and Photojournalism I Laboratory	
JOUR 3023	News Reporting II	
JOUR 3072	Broadcast News Reporting II	
& JOUR 3071L	and Broadcast News Reporting II Laboratory	
JOUR 3743	Public Relations Principles	
Electives		12-18
Total Hours		120
<u>AGED 2143</u>	Introduction to Agricultural Communications and Leadership	3
COMM 1313	Public Speaking (ACTS Equivalency = SPCH 1003)	
AGED 3153	Leadership Development in Agriculture	
<u>AGED 3243</u>	Ag Reporting and Feature Writing	3
<u>AGED 3943</u>	Professional Development in Agricultural Communications	3
<u>AGED 4143</u>	Electronic Communications in Agriculture	3
<u>AGED 4243</u>	Graphic Design in AFLS	3
<u>AGED 4343</u>	Communication Campaigns in Agriculture	3
<u>AGED 4543</u>	Ag Publications	3
EXED 475V	Internship in Extension (3 hours)	
Total Hours		24

8-Semester Plan

Agricultural Communication Nine-Semester Plan (ACOM)

First Year	Units	Fall	Spring	Summer
<u>UNIV 1001</u> University Perspectives	1			
<u>AGME 1613</u> Fundamentals of Agricultural Systems Technology	3			
ANSC 1032 Introductory Animal Sciences	2	-	-	
ANSC 1051 Introduction to the Livestock Industry	1	-	-	
<u>BIOL 1543</u> Principles of Biology (ACTS Equivalency = BIOL 1014 Lecture)	4			
& <u>BIOL 1541L</u> Principles of Biology Laboratory (ACTS Equivalency = BIOL 1014 Lab)				
<u>ENGL 1013</u> Composition I (ACTS Equivalency = ENGL 1013)	3			
Elective	3			
<u>AGED 2143</u> Introduction to Agricultural Communications and Leadership	3			
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	- 3			-
ENGL 1022 Composition II (ACTS Equivalency = ENGL 1022)	- 3			-

ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)	3
<u>JOUR 1033</u> Fundamentals of Journalism	3
<u>MATH 1203</u> College Algebra (ACTS Equivalency = MATH 1103) (or higher)	3
or <u>MATH 1313</u> Quantitative Reasoning (ACTS Equivalency = MATH 1113)	
AGED 3143 Communicating Agriculture to the Public	3
Year Total:	14 15

Second Year Units
FallSpringSummer

<u>AGED 1103</u> Principles of Agricultural Microeconomics	3
or <u>AGED 2103</u> Principles of Agricultural Macroeconomics	
<u>AGME 2903</u> Agricultural and Human Environmental Sciences Applications of Microcomputers	3
<u>CHEM 1073</u> Fundamentals of Chemistry (ACTS Equivalency = CHEM 1214 Lecture)	4
& <u>CHEM 1071L</u> Fundamentals of Chemistry Laboratory (ACTS Equivalency = CHEM 1214 Lab)	
CSES 1203 Introduction to Plant Sciences	3 - -
Fine Arts/Humanities Core Elective	3
Departmental Core Elective	3
AGED 3143 Communicating Agriculture to the Public	- 3 -
CSES 2013 Pest Management	- 3 -
<u>HIST 2003</u> History of the American People to 1877 (ACTS Equivalency = HIST 2113) (or HIST 2013 History of the American People, 1877 to Present (ACTS)	3
or <u>PLSC 2003</u> American National Government (ACTS Equivalency = PLSC 2003)	
<u>PSYC 2003</u> General Psychology (ACTS Equivalency = PSYC 1103)	3
Electives	6
Departmental Core Elective	3
Year Total:	16 15

Third Year Units
FallSpringSummer

<u>AGED 3243</u> Ag Reporting and Feature Writing	3
BIOL 2013 General Microbiology (ACTS Equivalency = BIOL 2004 Lecture)	4 - -
& BIOL 2011L General Microbiology Laboratory (ACTS Equivalency = BIOL 2004 Lab)	
or PHYS 1044 Physics for Architects I	
CSES 2203 Soil Science	3 - -
CSES 2201L Soil Science Laboratory	1 - -
or CSES 355V Soil Profile Description	
Fine Arts/Humanities Core Elective	3
Elective	6
Departmental Core Elective	3
<u>AGED 3153</u> Leadership Development in Agriculture	3

<u>AGED 4343</u> Communication Campaigns in Agriculture			3
Science/Math Elective			3
Social Science Core Elective			3
Elective			3
EXED 475V Internship in Extension	-	-	3
AGED 475V Internship in Agricultural Education			3
Year Total:	15	15	3
Fourth Year			
	Units		
	Fall	Spring	Summer
<u>AGED 3943</u> Professional Development in Agricultural Communications			3
<u>AGED 4003</u> Issues in Agriculture			3
<u>AGED 4243</u> Graphic Design in AFLS			3
AGED 3133 Instructional and Presentation Strategies			3
Elective			3
<u>AGED 4143</u> Electronic Communications in Agriculture			3
<u>AGED 4543</u> Ag Publications			3
ACOM Concentration Elective	-	3	-
Upper Division General Elective	-	3	-
Elective			6
Year Total:	15	12	
Total Units in Sequence:	120		

Are Similar Programs available in the area?

No

Estimated Student **40 NA**

Demand for Program

Scheduled Program **2025-26 NA**

Review Date

Program Goals and

Objectives

Program Goals and Objectives

Program Goals and Objectives

- **Develop career ready students with strong communication skills and problem solving abilities.**
- **Stimulate intellectual capacity in students for integrating multi-disciplinary knowledge, technology and values.**
- **Enhance the leadership skills of future professionals in agriculture, food and natural resource careers.**
- **Produce graduates with broad technical skills in agricultural science and technology.**

~~NA~~

Learning Outcomes

Learning Outcomes

Students in the ACOM area of concentration should demonstrate both technical knowledge about the food and fiber industry and the skills needed to communicate effectively about agricultural topics and issues with producers, consumers, policy makers and the public at large. ~~NA~~

Description and justification of the request

Description of specific change	Justification for this change
Reduced concentration requirements to 21 hours + 3 practicum hours by... Removing COMM 1313 from concentration Removing communication electives from concentration Moving AGED 3143 and AGED 475V to AECT major core Added program goals, objectives, and outcomes	Reduced the number of credits in the concentration to 21 plus one practicum course (24 total) to align with administration's requirements for concentrations.

Upload attachments

[AECTBS - Revision - Curriculum.pdf](#)

[AECTBS - Revision - Ltr of Notification.docx](#)

Reviewer Comments

Vicky Watkins (watkinsv) (11/02/18 2:24 pm): Rollback: Rolling back to allow upload of revised documents

Lona Robertson (ljrobert) (11/05/18 8:39 am): Checksheet watermark must be updated to 2019-2020

Alice Griffin (agriffin) (11/05/18 3:07 pm): Changed the third year summer from EXED 475V to AGED 475V in order to match the program requirements. Department is encouraged to review this change.

Alice Griffin (agriffin) (11/07/18 10:39 am): Rollback: Departments request for further edits.

Alice Griffin (agriffin) (11/08/18 12:13 pm): Combined curriculum into one document. Inserted degree code and approval dates into the LON and renamed documents into the BOT naming convention.

Alice Griffin (agriffin) (11/08/18 1:58 pm): Correcting title of major in LON. Changing Communications to Communication in major.