

# AGRICULTURAL EDUCATION & COMMUNICATION

## COMMUNICATION AND LEADERSHIP DEVELOPMENT SPECIALIZATION

UF COLLEGE OF AGRICULTURAL AND LIFE SCIENCES

### ABOUT.

Students who complete the program of study in this specialization are prepared for entry into agribusiness and communication positions related to human resource development, corporate training, political interests and agricultural literacy.

### COURSES.

- Agriculture Issues
- Campaign Strategies
- Communication Process
- Instructional and Event Planning
- Leadership Development
- Leadership in Groups and Teams
- Media Production
- News Writing

### CAREERS.

- Advertising
- Communications
- Farm and Ranch Advisor
- Journalist
- Marketing
- Public Relations
- Recruiter
- Sales Representative
- Web Developer

### REQUIRED COURSES.

	CREDITS
• BSC 1005 & BSC 1005L Biological Foundations and Lab.....	4
• MAC 1105 College Algebra <b>OR</b> MAC 1140 Precalculus Algebra .....	3
• PSY 2012 General Psychology .....	3
• SPC 1608 Public Speaking.....	3

### ADVISOR

#### JASON E. STEWARD

Academic Advisor & Student Recruiter  
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### OTHER REQUIREMENTS.

- Foreign language requirement
- Minimum 2.0 cumulative GPA at each institution attended
- Obtain an Associate of Arts degree from a public community/state college. Students transferring from private institutions, state universities in Florida or institutions outside of Florida must have at least 60 semester hours of transferable credits. Vocational coursework is not accepted.
- Students must have a minimum **GPA of 2.5 in the required courses, and an overall GPA of 2.0**
- *Please Note: GPA is calculated counting all attempts at a course.*

### OPTIONAL COURSES TO TAKE AT HCC.

These courses are required for the UF major and may be completed at the community college, but are not required for admission to the College of Agricultural and Life Sciences.

	CREDITS
• ECO 2013 Principles of Macroeconomics <b>OR</b> ECO 2023 Principles of Microeconomics .....	3
• STA 2023 Elementary Statistics .....	3
• American History or Political Science Course .....	3

# FOUR YEAR COURSE PLAN

Students MUST complete courses in **bold** before transferring to UF.

## FALL SEMESTER

## SPRING SEMESTER

Course codes may vary by institution

COURSE	CREDITS
• <b>BSC 1005 &amp; BSC 1005L [OR equivalent] Biological Foundations and Lab</b> .....	4
• <b>PSY 2012 General Psychology</b> .....	3
• ECO 2013 Principles of Macroeconomics [Core Social Science] .....	3
• ENC 1101 English Composition I .....	3
• History Elective [AMH 2020 Modern American History <b>OR</b> POS 2041 American Government recommended] .....	3
<b>TOTAL CREDITS</b> .....	<b>16</b>

COURSE	CREDITS
• <b>MAC 1105 College Algebra OR MAC 1140 Precalculus Algebra</b> .....	3
• ENC 1102 English Composition II .....	3
• PHI 1600 Ethics [Humanities Course] .....	3
• Physical Science .....	3
• Elective .....	3
<b>TOTAL CREDITS</b> .....	<b>15</b>

COURSE	CREDITS
• <b>SPC 1608 Public Speaking</b> .....	3
• STA 2023 Elementary Statistics .....	3
• Humanities [State Core Gen Ed] .....	3
• Science Elective .....	3
• Elective .....	3
<b>TOTAL CREDITS</b> .....	<b>15</b>

COURSE	CREDITS
• CGS 2100 [OR equivalent] Computer Information Technology and Literacy .....	3
• ENC 2210 [OR equivalent] Technical Writing .....	3
• IDS 2891 Connections [HCC Capstone] .....	1
• Elective .....	3
• Elective .....	3
• Elective .....	1
<b>TOTAL CREDITS</b> .....	<b>14</b>

COURSE	CREDITS
• AEC 3070C Digital Media Production in Agricultural and Life Sciences .....	3
• AEC 4031 The Communication Process in Agricultural and Life Sciences .....	3
• AEC 4434 Communication and Leadership in Groups and Teams [even years] .....	3
• Concentration Elective*: Agriculture or Natural Resources .....	3
<b>TOTAL CREDITS</b> .....	<b>12</b>

COURSE	CREDITS
• AEC 3065 Issues in Agricultural and Life Sciences [odd years] .....	3
• AEC 3313 Development and Role of Extension Education .....	3
• AEC 3414 Leadership Development .....	3
• AEC 4035 Communication Practices for Agricultural and Life Sciences .....	3
• Concentration Elective*: Agriculture or Natural Resources .....	3
<b>TOTAL CREDITS</b> .....	<b>15</b>

University of Florida

## SUMMER SEMESTER

COURSE	CREDITS
• AEC 3073 Intercultural Communication .....	3
• AEC 3413 Working with People: Interpersonal Leadership Skills .....	3
<b>TOTAL CREDITS</b> .....	<b>6</b>

COURSE	CREDITS
• AEC 3209 Instructional and Event Planning in Agricultural and Life Sciences [odd years] .....	3
• AEB 3133 Principles of Agribusiness Management .....	3
• Concentration Elective*: Agriculture or Natural Resources .....	3
• Agriculture/Natural Resource Elective* (Choose <b>TWO</b> ) .....	6
<b>TOTAL CREDITS</b> .....	<b>15</b>

COURSE	CREDITS
• AEC 4036 Advanced Agricultural Communication Production [even years] .....	3
• AEC 4930 Communication and Leadership Development Capstone Experience .....	1
• AEC 4946 Communication and Leadership Development Internship <b>OR</b> Approved Elective* .....	3
• Concentration Elective*: Agriculture or Natural Resources .....	3
• Agriculture/Natural Resource Elective* .....	2
<b>TOTAL CREDITS</b> .....	<b>12</b>

\*See your UF Academic Advisor for a list of electives offered.