

California State University, Fresno
Department of Animal Sciences and Agricultural Education

B.S. Degree in Agricultural Education – Agricultural Communications
2019-2020 Program Planning Guide

Fall 1

ENGL 10 or 5A/B (A2)	3__
COMM 3, 7 or 8 (A1)	3__
GE: Arts (C1)	3__
ASCI 1	3__
ASCI 67 (E)	3__
	15 units

Note:

- Complete your My Degree Plan

Spring 1

MATH 11 or 45 or 45L (B4)	3__
GE: Critical Thinking (A3)	3__
AGBS 1 (D3)	3__
PLANT 40 (OH 1)	3__
PLANT 20 (CRSC 1)	3__
	15 units

Note:

- Complete all Foundation GE by the end of the freshman year, with all grades C or better.
- Complete 2nd Semester Freshman Advising Requirement

Fall 2

BIOL 10, 11 or 12 (B2)	3__
GE: Humanities (C2)	3__
PLSI 2 (D2)	3__
ASCI (11, 21, 31, or 51)	3__
MCJ 1	3__
	15 units

Note:

- Start developing professional resume
- Attend career fairs and seek internship/industry experience opportunities

Spring 2

CHEM 3A (B1)	4__
HIST 11 or 12 (D1)	3__
GE: Additional C1 or C2	3__
MEAG 1, 20 or 50	3__
MCJ 2 (MCJ 10)	3__
	16 units

Note:

- Attend career fairs and seek internship/industry experience opportunities

Fall 3

ASCI (41, 61, 81 or 91)	3__
Ag Comm Specialization	3__
MCJ 172 or 173	3__
PLANT 105 (IB)	3__
Upper Div. Writing	0-3__
	12-15 units

Note:

- Complete My Degree Plan (Transfer only)
- Attend career fairs and seek internship/industry experience opportunities
- Fulfill Upper Division Writing Requirement

Spring 3

ASCI 71 or ENOL 15	3__
*AGED 66 or 166	3__
Ag Comm Specialization	3__
PLANT 130 (HORT 110)	3__
GE: Upper Division (IC)	3__
	15 units

Note:

- *AGED 66 and 166 are offered every other spring semester.
- Complete GE e-Portfolio and mandatory advising requirement
- Attend career fairs and seek internship/industry experience opportunities

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Fall 4

AGBS 31 or 120	3__
Ag Comm Specialization	3__
Ag Comm Specialization	3__
PLANT 171 (SW 100N)	3__
Elective	3-4__
	15-16 units

Spring 4

*AGED 66 or 166	3__
GE: Upper Division (ID)	3__
Ag Comm Specialization	3__
M/I Course Requirement	3__
Elective	2-4__
	14-16 units

120 units

Note:

- Verify all graduation requirements will be met by end of spring semester

Note:

- Apply for graduation (See University Calendar of for Due Date)

Agricultural Communications Career Specialization

Select 15 units

Ag Leadership Courses (also counts toward Ag Leadership Certificate)**

- AGRI 110 Intro to Ag Leadership**
- AGRI 120 Group and Teams**
- AGRI 130 Professional Development**
- AGRI 140 Leadership and Change**
- AGRI 150 Ag Leadership Project**

Advertising & Public Relations Courses

- MCJ 40 Intro to Advertising and Public Relations
- MCJ 106 Publication Design
- MCJ 143 Media Sales
- MCJ 144 Writing to Influence
- MCJ 146 Media Planning
- MCJ 147s Digital and Social Media
- MCJ 149 Advertising and Public Relations Campaigns
- MCJ 157 Public Relations and Advertising Agency
- MCJ 158s Advanced Writing to Influence

Writing & Publication Courses

- MCJ 3 Intro to Multimedia Production
- MCJ 17 Photojournalism
- MCJ 40 Intro to Advertising and Public Relations
- MCJ 102W Reporting
- MCJ 104 Editing of Publications
- MCJ 106 Publication Design
- MCJ 147s Digital and Social Media

Build Your Own Specialization

Choose 15 units from any of the AGRI or MCJ courses listed above