

Agricultural Communication Minor

The agricultural communication minor provides students an opportunity to gain basic skill levels for communication techniques in agricultural and life sciences. The minor is structured for those students who want to learn how to communicate more effectively in the workplace. The minor consists of 15 hours and is open to all UF students. You can learn more at <http://www.registrar.ufl.edu/catalog/programs/minors/agcomm.html>.

Minor in Leadership

The university-wide, interdisciplinary minor in leadership is designed to provide students with foundational skills and knowledge necessary to assume positions in supervision and management in private companies and nonprofit organizations. Students take courses in leadership theory and practice, ethics, and communications.

Many of the requirements for the Communication and Leadership Development specialization are also requirements for the minor in leadership. For more information about the minor, please visit <http://aec.ifas.ufl.edu/lldmnr> OR <http://www.registrar.ufl.edu/catalog/programs/minors/leadership.html>.



Agricultural Communicators & Leaders of Tomorrow

Communication and Leadership Development students are encouraged to join ACLT. Activities include touring agricultural companies, attending national conventions of communicators and leaders, participating in communication contests, and assisting with State FFA communication competitions. For more information, visit <http://ufact.ifas.ufl.edu>.

Communication and Leadership Development Faculty

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If you would like to receive additional information about pursuing a degree in the Department of Agricultural Education and Communication, please contact Jodi L. Modica at jdegraw@ufl.edu or (352) 392-0502, ext. 221.



connecting people and agriculture

department of agricultural education & communication

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Communication & Leadership Development

Communication and Leadership Development

prepares students for entry into agribusiness and communication positions related to human resource development, corporate training and development, political interests, and agricultural literacy. Coursework focuses on a core of leadership and communication courses, including leadership development, digital media, interpersonal skills, working with groups, presentation development, intercultural communication, public relations campaign strategies for agriculture, and technical writing.



Communication and Leadership Development offers students the opportunity to customize their degree. This flexibility allows students to concentrate on a career area that is interesting to them and prepares them for various career opportunities. Many students also will be eligible for the university-wide Minor in Leadership. Students must meet department and college admissions requirements. To graduate, students must make a C or higher in AEE 3073, AEE 3070c, AEE 3414, and AEE 4031.

Employment opportunities for a Communication and Leadership Development graduate include:

- Communications/marketing director
- Advertising executive
- Video producer
- Government relations director
- Public relations professional
- Environmental journalist
- Sales representative
- Community relations director
- Recruiter
- Personnel relations director
- Web developer
- Industry relations director

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Semester 1	Credits
Composition (GE-C)	3
Humanities (GE-H)	3
AEB 2014 Economic Issues, Food, and You (3) OR AEB 3103 (4) or ECO 2013 (4) or ECO 2023 (4)	3-4
BSC 2007 Biological Sciences (GE-B)	3
BSC 2009L Biological Sciences Lab (GE-B)	1
Elective	2-1
Total	15

Semester 2	Credits
MAC 1140 Precalculus Algebra (GE-M)	3
Science elective (GE-B/P)	3
AEE 3030C Effective Oral Communication	3
Humanities (GE-H)	3
Elective	3
Total	15

Semester 3	Credits
AEE 3033C Research & Business Writing in Ag & Life Sciences	3
Humanities (GE-H)	3
STA 2023 Intro to Stats (GE-M) OR STA 2122 or General Mathematics course	3
Elective w/ International or Diversity Focus (GE-D/N)	3
Elective	3
Total	15

Semester 4	Credits
MMC 2100 Writing for Mass Comm (GE-E+)	3
CHM 1083 Consumer Chemistry (GE-P) OR PHY 1033C Discovering Physics OR EES 3008 Energy and the Environment OR ALS 3133 Ag & Environment Quality OR SWS 2007 World of Water OR SWS 3022 Intro Soils in Environ OR GLY 3163 Geol/Amer Natl Parks	3
American History OR Political Science Elective (GE-S)	3
Elective	3
Elective	3
Total	15

Semester 5	Credits
AEE 3070C Digital Media Production in Ag & Life Sciences	3
AEE 3073 Intercultural Communication (GE-S, D/N)	3
AEE 3414 Leadership Development	3
AEE 4031 Communication Process in Ag & Natural Resources OR JOU 3101 Reporting	3
Approved Elective **	3
Total	15

Semester 6	Credits
SELECT THREE OF SIX COURSES (9 total hours)	
AEE 4035 Advanced Ag Communication Writing (GR-E+)	3
AEE 4036 Advanced Ag Communication Production	3
AEE 4434 Communication & Leadership in Groups & Teams	3
AEE 4465 Global Leadership	3
PUR 3000 Principles of Public Relations	3
FYC 4905 Organizational Leadership for Non profits	3
AEE 4506 Nonformal Teaching Methods/Delivery Strategies	3
Approved Elective **	3
Total	15

Summer	Credits
AEE 4948/4943 Comm. & Leadership Develop. Internship OR approved elective	3

Semester 7	Credits
AEE 3413 Working with People: Interpersonal Leadership Skills	3
AEE 4052 Campaign Strategies	3
AEB 3133 Principles of Agribusiness Management	3
AEB 4085 Ag Risk Mngmt & the Law (FALL) OR AEB 4123 Agricultural Law (SPRING)	3
Approved Elective **	3
Total	15

Semester 8	Credits
AEE 4930 Comm/LD Capstone Experience	3
AEB 4126 Ag/NR Ethics or similar ethics course	3
Approved Elective**	3
Approved Elective**	3
Total	12

****Approved Electives:** See adviser for suggested electives consistent with the student's interests and goals.

Students desiring to enter this option must meet the departmental and College of Agricultural and Life Sciences pre-professional requirements and have a minimum overall GPA of 2.5.

Critical tracking courses appear in bold.

Total 120 hours