



Twin Cities Campus

Agricultural Communication and Marketing B.S.

Applied Economics

College of Food, Agricultural and Natural Resource Sciences

- Program Type: Baccalaureate
- Requirements for this program are current for Spring 2021
- Required credits to graduate with this degree: 120
- Required credits within the major: 73 to 82
- Degree: Bachelor of Science

This major prepares students for careers in agricultural communication, marketing, sales, training, management, leadership, business, and extension. Agribusinesses, as well as state, federal, and marketing agencies need individuals who have a broad education in the scientific (and technical) aspects of agriculture, effective work and communication skills, and quantitative and qualitative skills to solve business problems. The scientific knowledge and technical skills necessary to become an effective agribusiness marketing or media professional are provided through requirements in the basic and agricultural sciences and are strengthened by selection of one of three areas of emphasis: crops and soils, food industries, or broad overview of food, agricultural, and environmental sciences. With 21 free-standing elective credits, all majors are encouraged to pursue a CFANS or other minor.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the [liberal education requirements](#). Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

Program Requirements

At least 21 upper division credits in the major must be taken at the University of Minnesota Twin Cities campus.

Introductory Courses

- [AECM 1001](#) - Introduction to Agricultural Education, Communication & Marketing (1.0 cr)
- [AECM 2096](#) - Career Exploration & Early Field Experience in Agricultural Education, Communication, and Marketing (2.0 cr)

Communication

- [AECM 2421W](#) - Professional and Oral Communication for Agriculture, Food & the Environment [WI] (3.0 cr)
- [AECM 3431](#) - Communicating Food, Agriculture & Environmental Science to the Public (3.0 cr)
- [AECM 3444](#) - Layout and Design for Food, Agricultural and Natural Resource Sciences (3.0 cr)
- [AECM 3434](#) - Utilizing Social Media for Food, Agricultural and Natural Resource Sciences (3.0 cr)
- [AECM 4451W](#) - Advanced Persuasive Writing for Agricultural and Environmental Sciences [WI] (3.0 cr)

Writing Requirement

- [WRIT 3562W](#) - Technical and Professional Writing [WI] (4.0 cr)

Technology

- [AECM 3452](#) - Digital Media Essentials for Agriculture, Food and the Environment (3.0 cr)
- [AECM 3462](#) - Podcasting for Science Literacy (3.0 cr)
- [AECM 4432](#) - Advanced Video Production for Agriculture, Food and the Environment (3.0 cr)
or [AECM 4452](#) - Virtual Field Trip Production for Agriculture, Food & Natural Resource Science Education & Comm (3.0 cr)

Business and Marketing

- [MKTG 3001](#) - Principles of Marketing (3.0 cr)
- [AECM 4444](#) - Food and Agricultural Marketing Campaigns (3.0 cr)
- [APEC 1251](#) - Principles of Accounting (3.0 cr)
or [BA 2551](#) - Business Statistics in R [MATH] (4.0 cr)



or [STAT 3011](#) - Introduction to Statistical Analysis [MATH] (4.0 cr)
or [ANSC 3011](#) - Statistics for Animal Science (4.0 cr)
or [ESPM 3012](#) - Statistical Methods for Environmental Scientists and Managers [MATH] (4.0 cr)
[APEC 3451](#) - Food and Agricultural Sales (3.0 cr)
or [APEC 3411](#) - Commodity Marketing (3.0 cr)
or [APEC 3551](#) - Concept Design and Value-Added Entrepreneurship in Food, Agricultural and Natural Resource Sciences (3.0 cr)
or [APEC 3811](#) - Principles of Farm Management (3.0 cr)
or [APEC 4461](#) - Horticultural Marketing (3.0 cr)
or [AECM 2221W](#) - Foundations of Leadership Practice [WI] (3.0 cr)
or [AECM 3106](#) - Agricultural Policy and Issues in Minnesota (3.0 cr)
or [MKTG 3011](#) - Marketing Research (4.0 cr)
or [MKTG 3041](#) - Buyer Behavior (4.0 cr)
or [MKTG 4031](#) - Sales Management (4.0 cr)

Biological Sciences

[AGRO 1101](#) - Biology of Plant Food Systems [BIOL] (4.0 cr)
or [BIOL 1001](#) - Introductory Biology: Evolutionary and Ecological Perspectives [BIOL] (4.0 cr)
or [BIOL 1009](#) - General Biology [BIOL] (4.0 cr)

Mathematical Thinking

[MATH 1031](#) - College Algebra and Probability [MATH] (3.0 cr)
or [MATH 1142](#) - Short Calculus [MATH] (4.0 cr)
or [MATH 1271](#) - Calculus I [MATH] (4.0 cr)

Social Science

[APEC 1101](#) - Principles of Microeconomics [SOCS, GP] (4.0 cr)

Interdisciplinary Learning

Take 0 - 1 course(s) from the following:

- [FSCN 1102](#) - Food: Safety, Risks, and Technology [CIV] (3.0 cr)
- [GCC 3017](#) - World Food Problems: Agronomics, Economics and Hunger [GP] (3.0 cr)
- [AGRO 3203W](#) - Environment, Global Food Production, and the Citizen [GP, WI] (3.0 cr)
- [ANSC 3203W](#) - Environment, Global Food Production, and the Citizen [GP, WI] (3.0 cr)
- [APEC 3202](#) - An Introduction to the Food System: Analysis, Management and Design (3.0 cr)
- [ESPM 1011](#) - Issues in the Environment [ENV] (3.0 cr)
- [FW 2001W](#) - Introduction to Fisheries, Wildlife, and Conservation Biology [ENV, WI] (3.0 cr)

Experiential Learning

[AECM 3096](#) *{Inactive}* (1.0 - 3.0 cr)

Upper Division Writing Intensive within the major

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Take 0 - 1 course(s) from the following:

- [AECM 4451W](#) - Advanced Persuasive Writing for Agricultural and Environmental Sciences [WI] (3.0 cr)
- [WRIT 3562W](#) - Technical and Professional Writing [WI] (4.0 cr)
- [FSCN 4614W](#) - Community Nutrition [SOCS, DSJ, WI] (3.0 cr)
- [AGRO 3203W](#) - Environment, Global Food Production, and the Citizen [GP, WI] (3.0 cr)
- [ANSC 3203W](#) - Environment, Global Food Production, and the Citizen [GP, WI] (3.0 cr)

Program Sub-plans

Students are required to complete one of the following sub-plans.

A: Food, Agricultural and Natural Resource Sciences

Students must complete at least 15 credits in their area of emphasis.

Animal Science

[ANSC 1101](#) - Introductory Animal Science (4.0 cr)

Food and Nutrition

[FSCN 1102](#) - Food: Safety, Risks, and Technology [CIV] (3.0 cr)
or [ANSC 1511](#) - Food Animal Products for Consumers (3.0 cr)
or [APEC 3202](#) - An Introduction to the Food System: Analysis, Management and Design (3.0 cr)
or [BBE 3201](#) - Sustainability of Food Systems: A Life Cycle Perspective [GP] (3.0 cr)



or [CFAN 3512](#) - From Farm to Fork: Terroir, Food Systems, & Value Chains of France [GP] (3.0 cr)
or [CFAN 3516](#) - Sustainable Food Systems of Italy [ENV, GP] (3.0 cr)
or [CFAN 3523](#) - Greek Agriculture and Gastronomy: A Taste of the Mediterranean [GP] (3.0 cr)

Natural Resources

[ESPM 1011](#) - Issues in the Environment [ENV] (3.0 cr)
or [ESPM 1425](#) - Introduction to Weather and Climate [PHYS, ENV] (4.0 cr)
or [GEOG 1425](#) - Introduction to Weather and Climate [PHYS, ENV] (4.0 cr)
or [FNRM 1101](#) - Dendrology: Identifying Forest Trees and Shrubs (3.0 cr)
or [FW 2001W](#) - Introduction to Fisheries, Wildlife, and Conservation Biology [ENV, WI] (3.0 cr)
or [CFAN 3513](#) ~~(Inactive)~~ [GP, ENV] (3.0 cr)
or [CFAN 3514](#) - Machu Picchu: Biodiversity & Climate Change in Peru [ENV, GP] (3.0 cr)
or [CFAN 3521](#) - Borneo Global Seminar: Tropical Wildlife Conservation & Climate Change [GP, ENV] (3.0 cr)
or [CFAN 3502](#) - Bahamas--Tropical Marine Biology and Shark Ecology (2.0 cr)
or [CFAN 3507](#) ~~(Inactive)~~ [ENV, GP] (3.0 cr)
or [CFAN 3522](#) - Sustainable Akumal: Turtles, tourists, cenotes and coral reefs [GP, ENV] (3.0 cr)

Plant and Soil Science

[AGRO 1103](#) - Crops, Environment, and Society [ENV] (4.0 cr)
or [HORT 1001](#) - Plant Propagation [BIOL] (4.0 cr)
or [HORT 1003](#) - Organic Gardening: From Balconies to Backyards (3.0 cr)
or [HORT 1014](#) - The Edible Landscape [TS] (3.0 cr)
or [HORT 1031](#) - Vines and Wines: Introduction to Viticulture and Enology (3.0 cr)
or [HORT 1061](#) - The Sustainable Lawn (3.0 cr)
or [HORT 3131](#) - Student Organic Farm Planning, Growing, and Marketing (3.0 cr)
or [ENT 3211](#) - Insect Pest Management (3.0 cr)
[SOIL 2601](#) - The Social Life of Soil [ENV] (3.0 cr)
or [SOIL 2125](#) - Basic Soil Science [PHYS, ENV] (4.0 cr)

B: Crops and Soils

Students must complete at least 21 credits in their area of emphasis.

Physical Science

[CHEM 1015](#) - Introductory Chemistry: Lecture [PHYS] (3.0 cr)
[CHEM 1017](#) - Introductory Chemistry: Laboratory [PHYS] (1.0 cr)

Crops and Soils

[AGRO 1103](#) - Crops, Environment, and Society [ENV] (4.0 cr)
[SOIL 2125](#) - Basic Soil Science [PHYS, ENV] (4.0 cr)
[BIOC 2011](#) - Biochemistry for the Agricultural and Health Sciences (3.0 cr)
or [HORT 2121](#) - Agricultural Biochemistry (3.0 cr)
[PLSC 3401](#) - Plant Genetics and Breeding (4.0 cr)
or [AGRO 4605](#) - Strategies for Agricultural Production and Management (3.0 cr)
or [ESPM 3221](#) - Soil Conservation and Land-Use Management (3.0 cr)
or [FDSY 2101](#) - Plant Production Systems (3.0 cr)
[GCC 3017](#) - World Food Problems: Agronomics, Economics and Hunger [GP] (3.0 cr)
or [GCC 3001](#) ~~(Inactive)~~ [ENV] (3.0 cr)
or [CFAN 3512](#) - From Farm to Fork: Terroir, Food Systems, & Value Chains of France [GP] (3.0 cr)
or [ENT 3211](#) - Insect Pest Management (3.0 cr)

C: Food Industries

Students must complete at least 19 credits in their area of emphasis.

Physical Science

[FSCN 1011](#) - Science of Food and Cooking [PHYS] (4.0 cr)

Food Science and Nutrition

[FSCN 1102](#) - Food: Safety, Risks, and Technology [CIV] (3.0 cr)
[FSCN 1112](#) - Principles of Nutrition [TS] (3.0 cr)
[FSCN 3615](#) ~~(Inactive)~~ [GP] (3.0 cr)
or [CFAN 3523](#) - Greek Agriculture and Gastronomy: A Taste of the Mediterranean [GP] (3.0 cr)
[BBE 3201](#) - Sustainability of Food Systems: A Life Cycle Perspective [GP] (3.0 cr)
or [CSPH 3301](#) - Food Choices: Healing the Earth, Healing Ourselves (3.0 cr)
[FSCN 4131](#) - Food Quality (3.0 cr)
or [FSCN 4614W](#) - Community Nutrition [SOCS, DSJ, WI] (3.0 cr)
or [FSCN 2001](#) - A Food Systems Approach to Cooking for Health and the Environment (3.0 cr)
or [FSCN 2021](#) - Introductory Microbiology (4.0 cr)
or [CFAN 3512](#) - From Farm to Fork: Terroir, Food Systems, & Value Chains of France [GP] (3.0 cr)
or [CFAN 3516](#) - Sustainable Food Systems of Italy [ENV, GP] (3.0 cr)