PATHWAYS | Agriculture Communications

Bachelor of Science in Agriculture Communications

COURSE SELECTION

FRESHMAN
- Discover possible careers and communication methods applied in the ag sector in AGRI 1080.
- Gateway courses: AGRI 1080 and COMM 1000
- Courses include Journalism Fundamentals, Concepts in Communication and Journalism, Foundations of Public Relations and an Ag elective
- Gateway Courses: JRNL 1100 (must pass with a B)

SOPHOMORE
- Courses include Foundations of Human Communication, Agriculture support courses, Media Studies courses
- Gateway Courses: AGRI 4920

JUNIOR
- Communications and agriculture support courses, agriculture law, agribusiness management or marketing, directed studies class or leadership class
- Meet with a counselor in the University Career Center (UCC) to explore career options and receive individualized assistance
- Work with the UCC to update your resume and cover letter.

SENIOR
- Pursue leadership roles in your organization to exercise and enhance your communication skills.
- Attend AU Career Fair
- Attend professional conferences and take part in industry tours.
- Gamma Sigma Delta is the Honor Society of Agriculture. The organization is dedicated to recognizing your academic achievements.

ASK FOR ASSISTANCE

- Meet with your assigned faculty advisor each semester to discuss your major and academic plan.
- Academic Support provides several free resources to improve academic performance, including Study Partners, Supplemental Instruction and academic coaching. (auburn.edu/academic support)

GAIN EXPERIENCE

- Set up an ePortfolio to showcase your experiences and skills (auburn.edu/eportfolio).
- Check your “This Week on Ag Hill” and “Find Your Career” e-mails to learn about ways you can get involved and gain experience on campus.
- Use Handshake to explore employers actively hiring in your field and search part-time jobs that can add experience to your resume.
- Put your communications skills to work in the student organizations to which you belong.
- Consider traveling abroad. The college offers Study Abroad Scholarships to students studying abroad.

GET INVOLVED

- Join the College of Agriculture Student Services Facebook page for college and major updates and internship and job postings.
- Agricultural Communicators of Tomorrow (ACT) is an organization for Agricultural Communication students and other interested in the communications field.
- Volunteer! Seek out opportunities that cater to your interest and also challenge you to get out of your comfort zone.
- Utilize AUInvolve (auburn.edu/auinvolve) to identify organizations of interest, to attend meetings and enhance your resume.
- Pursue opportunities for your required internship (AGRI 4920).
- Attend professional development events (Career Fairs, Etiquette Dinners, Workshops)
- Apply to the Ag Alumni Mentoring Program. Students get to take part in job shadowing and networking opportunities, and see first hand where your degree can take you.

Career Planning
University Career Center
303 Mary Martin Hall | career.auburn.edu
A bachelor’s degree in Agriculture Communications prepares you for careers in a variety of fields requiring strong communication, leadership and interpersonal skills. Experience is essential for gainful employment in this field.

Social Media Director
Minimum Education: B.S.
Entry Level Salary Range: $24.4K - $56.0K
Regional Extension Agent
Minimum Education: B.S.
Entry Level Salary Range: $22.5K - $38.0K
Field Marketing Manager
Minimum Education: B.S.
Entry Level Salary Range: $30.0K - $60.0K

These are just three options out of many that agriculture communications majors pursue. For more career options be sure to check out “What Can I Do With a Major In...” on auburn.edu/career.

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