

## 2007-09 Cal Poly Catalog

### *Brock Center for Agricultural Communication*

## **AGC–AGRICULTURAL COMMUNICATION**

### **AGC 102 Orientation to Agricultural Communication (2)**

Orientation to the communication sector of agriculture. Overview of professional opportunities and skills needed for success in agricultural communications. Preparation of press releases and short articles, and development of a planned program of study. 2 lectures.

### **AGC 200 Special Problems in Agricultural Communication (1-4)**

Individual investigation, research, studies or surveys of selected problems in Agricultural Communication/Agricultural Education. Total credit limited to 8 units, with a maximum of 4 units per quarter. Prerequisite: Consent of department head.

### **AGC 339 Internship in Agricultural Communication (1–12) (CR/NC)**

Selected Agricultural Communication students will spend up to 12 weeks with an approved agricultural firm engaged in production or related business. Time will be spent applying and developing production and managerial skills and abilities. One unit of credit may be allowed for each full week of completed and reported internship. Degree credit limited to 6 units. Credit/No Credit grading only. Prerequisite: Consent of internship instructor.

### **AGC 400 Advanced Special Problems in Agricultural Communication (1-4)**

Individual investigation, research, studies or surveys of selected problems in Agricultural Communication/Agricultural Education. Total credit limited to 8 units, with a maximum of 4 units per quarter. Prerequisite: Consent of department head.

### **AGC 407 Agricultural Publications (4)**

Integration of writing, editing, and layout skills in producing agricultural publications. Emphasis on using computer applications in desktop publishing. Total credit limited to 9 units; may be in same term. 2 lectures, 2 activities. Prerequisite: AG 250, CSC 113, or JOUR 205.

### **AGC 426 Presentation Methods in Agricultural Communication (4)**

Development, delivery and evaluation of effective means of communication by use of a variety of presentation methods and the use of technology for effective communication. 2 lectures, 2 activities. Prerequisite: COMS 101.

### **AGC 461 Senior Project I (1)**

Empirical application of the scientific method as it relates to the selection of a project under faculty supervision. Projects typical of problems that graduates must solve in their field of employment. Minimum 30 hours total time. Prerequisite: AGED 460.

### **AGC 462 Senior Project II (1)**

Completion of a project begun in AGED 461 under faculty supervision. Projects typical of problems that graduates must solve in their field of employment. Project results are presented in a formal report. Minimum 30 hours total time. Prerequisite: AGED 461 or consent of instructor.

### **AGC 470 Selected Advanced Topics (1–4)**

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list topic selected. Total credit limited to 8 units. 1 to 4 lectures. Prerequisite: Consent of instructor.

### **AGC 471 Selected Advanced Laboratory (1–4)**

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list topic selected. Total credit limited to 8 units. 1–4 laboratories. Prerequisite: Consent of instructor.

### **AGC 500 Individual Study in Agricultural Communication (1–3)**

Advanced independent study planned and completed under the direction of a member of the Agricultural Education and Communication faculty. Total credit limited to 6 units. Prerequisite: Consent of department head, graduate advisor and supervising faculty member.

### **AGC 539 Graduate Internship in Agricultural Communication (1–9)**

Application of theory to the solution of problems of agricultural production or related business in the field of Agricultural Communication. Analyze specific management problems and perform general management assignments detailed in a contract between the student, the firm or organization, and the faculty advisor before the internship commences. Degree credit limited to 6 units. Prerequisite: Consent of internship instructor.

### **AGC 570 Selected Topics in Agricultural Communication (1–4)**

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list topic selected. Total credit limited to 12 units. 1 to 4 seminars. Prerequisite: Graduate standing or consent of instructor.

### **AGC 571 Selected Advanced Laboratory in Agricultural Communication (1–4)**

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list topic selected. Total credit limited to 8 units. 1–4 laboratories. Prerequisite: Consent of instructor.

### **AGC 580 Special Problems in Agricultural Communication (1–3)**

Individual study of modern issues and problems conducted through research, planning and development. Field problems and in-service study in agricultural industry encouraged. Final written report required. Total credit limited to 9 units with not more than 3 units in any one quarter. Prior approval of instructor required.

### **AGC 581 Graduate Seminar in Agricultural Communication (3)**

Group study of selected developments, trends and issues in the field of Agricultural Communication. 3 seminars. Prerequisite: Graduate standing or consent of instructor.