

Required Courses

Agriculture Communications Certificate

TERM 1	
1	<p>COM 1040 - Composition and Writing Skills - Business, Journalism, Marketing</p> <p>Students will learn to create effective writing pieces for marketing, journalism, and promotional purposes. Students will develop their basic writing mechanics, as well as developing more involved skills in terms of tone, syntax, and audience.</p>
2	<p>COM 1150 - Social Media Management & Marketing</p> <p>Students will learn to manage multiple social media accounts to facilitate promotions, advocacy, community building, and networking. Students will gain experience measuring analytics and developing branding for marketing purposes. A special focus will be placed on responsible social media use.</p>
3	<p>MDL 1020 - Media Literacy and Critical Analysis</p> <p>Students will develop their information literacy and critical thinking skills by analyzing a variety of media (documentaries, broadcast journalism, editorials). Students will practice analyzing rhetoric, subtext, authorial intent, and presentation of data. The course will include a historical overview of media landscapes to help.</p>
4	<p>AGF 1330 - Foundations of Agriculture and Agri-Food</p> <p>The focus of the course is to develop the learner's knowledge of the agricultural and agri-food industry and specifically of agricultural practices in Western Canada. The course introduces Western Canadian production systems, relevant aspects of agricultural science, and factors affecting production. The course surveys the diverse agricultural production systems in Western Canada.</p>
5	<p>MDL 1030 - Developing Your Professional Voice in Media and Business</p> <p>Students will practice multiple forms of public speaking for different media contexts making use of appropriate verbal and nonverbal techniques. Students will have the opportunity to develop both speaking and listening skills with a particular focus on recognizing and understanding body language, gestures, and physical presence. Analysis of established experts will also be performed.</p>