

Required Courses

Agriculture Communications Certificate

TERM 2	
1	MDL 1040 - Media Production - Video, Audio, Imagery
	Students will learn how to produce short professional videos, podcasts, infographics, and posters. Students will create original content for advocacy, marketing, and branding purposes. Students will be trained in the use of production and editing software.
2	MDL 1050 - Storytelling in MultiMedia
	Students will study narrative theory, specifically as it applies to storytelling in journalism, marketing and advocacy. Students will apply theory to reporting on the stories and experiences of stakeholders in the agriculture industry.
3	COM 1520 - Public Relations and Crisis Communications
	Students will practice persuasive communication and negotiation as it relates to issues around advocacy and media. Students will learn public relations and crisis communications processes and apply their knowledge to develop a crisis communication plan for a specific industry stakeholder.
4	AGL 1010 - Leadership and Advocacy in Agriculture
	Students will gain a full understanding of leadership, specifically as it pertains to advocacy in the agriculture industry. Students will develop their interpersonal skills, self-awareness, and personal vision as leaders. They will acquire an understanding of relationship building as a tool to navigate challenges facing specific sectors of the ag industry.
5	WIL 1500 - Career Investigation and Field Placement Preparation
	Students engage in a faculty-supported exploration of selected aspects of the industry via on-campus demonstrations and industry-led presentations. An employability skills self-assessment will be performed to help students prepare themselves for work in the industry. Finally, students will prepare a resume and develop a portfolio for sharing with potential employers, ultimately identifying and securing a position for a field placement.
Summer	
6	WIL 2500 - Industry Field Placement
	Students engage in a faculty-supported exploration of selected aspects of their industry during a 14-week term of employment. Instructor approval is required to ensure the

student's employment (paid or unpaid) meets the needs of the field placement.