

**California State University, Fresno**  
**Department of Animal Sciences and Agricultural Education**

**B.S. Degree in Agricultural Education – Agricultural Communications**  
**2021-2022 to current Program Planning Guide**

**Fall 1**

ENGL 10 or 5A/B (A2)	3	___
COMM 3, 7 or 8 (A1)	3	___
GE: Arts (C1)	3	___
ASCI 1	3	___
ASCI 67 (E)	3	___
	15	units

**Note:**

- Complete your My Degree Plan

**Spring 1**

MATH 11 or 45 or 45L (B4)	3	___
GE: Critical Thinking (A3)	3	___
AGBS 1 (D2)	3	___
PLANT 1 or 20	3	___
MCJ 1	3	___
	15	units

**Note:**

- Complete all Foundation GE by the end of the freshman year, with all grades C or better.
- Complete 2<sup>nd</sup> Semester Freshman Advising Requirement

**Fall 2**

BIOL 10, 11 or 12 (B2)	3	___
GE: Humanities (C2)	3	___
PLSI 2 Requirement	3	___
ASCI (11, 21, 31, or 51)	3	___
PLANT 30 or 40	3	___
	15	units

**Note:**

- Start developing professional resume
- Attend career fairs and seek internship/industry experience opportunities

**Spring 2**

CHEM 3A (B1)	4	___
HIST 11 or 12 (D1)	3	___
GE: Additional C1 or C2	3	___
MEAG 1, 20 or 50	3	___
MCJ 2 (MCJ 10)	3	___
	16	units

**Note:**

- Attend career fairs and seek internship/industry experience opportunities

**Fall 3**

ASCI (41, 61, 81 or 91)	3	___
Ag Comm Specialization	3	___
MCJ 171 or AGRI 110	3	___
PLANT 105 (IB)	3	___
GE – F Ethnic Studies	3	___
	15	units

**Note:**

- Complete My Degree Plan (Transfer only)
- Attend career fairs and seek internship/industry experience opportunities
- Fulfill Upper Division Writing Requirement

**Spring 3**

ASCI 71 or ENOL 15	3	___
*AGED 66 or 166	3	___
Ag Comm Specialization	3	___
PLANT 40 or 130	3	___
GE: Upper Division (IC)	3	___
	15	units

**Note:**

- \*AGED 66 and 166 are offered every other spring semester.
- Complete GE e-Portfolio and mandatory advising requirement
- Attend career fairs and seek internship/industry experience opportunities

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**Fall 4**

AGBS 31 or 120	3	_____
Ag Comm Specialization	3	_____
Ag Comm Specialization	3	_____
PLANT 171	3	_____
Upper Div. Writing	0-3	_____
		12-15 units

**Spring 4**

*AGED 66 or 166	3	_____
GE: Upper Division (ID)	3	_____
Ag Comm Specialization	3	_____
M/I Requirement	3	_____
Elective	2-5	_____
		14-17 units

120 units

**Note:**

- Verify all graduation requirements will be met by end of spring semester

**Note:**

- Apply for graduation (See University Calendar of for Due Date)

**Agricultural Communications Career Specialization**

**Select 15 units**

**Ag Leadership Courses (\*\*also counts toward Ag Leadership Certificate)**

- AGRI 110 Intro to Ag Leadership\*\*
- AGRI 120 Group and Teams\*\*
- AGRI 130 Professional Development\*\*
- AGRI 140 Leadership and Change\*\*
- AGRI 150 Ag Leadership Project\*\*

**Advertising & Public Relations Courses**

- MCJ 40 Intro to Advertising and Public Relations
- MCJ 106 Publication Design
- MCJ 143 Media Sales
- MCJ 144 Writing to Influence
- MCJ 146 Media Planning
- MCJ 147s Digital and Social Media
- MCJ 149 Advertising and Public Relations Campaigns
- MCJ 157 Public Relations and Advertising Agency
- MCJ 158s Advanced Writing to Influence

**Writing & Publication Courses**

- MCJ 3 Intro to Multimedia Production
- MCJ 17 Photojournalism
- MCJ 40 Intro to Advertising and Public Relations
- MCJ 102W Reporting
- MCJ 104 Editing of Publications
- MCJ 106 Publication Design
- MCJ 147s Digital and Social Media

**Build Your Own Specialization**

Choose 15 units from any of the AGRI or MCJ courses listed above