



# Agricultural Communication



**The agricultural communication program is designed to prepare students for advertising, public relations, and oral communication within agriculture.**

The Associate of Science degree program at ATI allows students to complete 50 percent of the curriculum needed to complete a Bachelor's of Science degree in Agricultural Communication at The Ohio State University in Columbus.

Agricultural communication students will take general education courses in biology, chemistry, English, mathematics, rural sociology, music, economics, and agricultural communications.

Agricultural communication majors must choose an agriculture minor; one should be chosen at ATI. Minor options include: agribusiness, animal science, crop science, equine, horticulture, natural resources, production agriculture, and turfgrass.

## Internships

Students enrolled in the program are required to complete an internship after they transition to the Columbus campus. The internship is a coordinated and supervised experience in agricultural communication including reporting, writing, editing, photography, graphics, broadcasting, advertising, and public relations.

Students in Columbus also have the opportunity to practice their feature writing skills in the production of the college's student magazine, *AgriNaturalist*.

## Sample Courses

**Introduction to Agricultural Communication, Education, and Leadership**

**Fundamentals of Personal and Professional Leadership**

**Principles of Food and Resource Economics**

**Agricultural Issues in Contemporary Society**

## Career Prospects

ATI students who choose to continue their education at the Columbus campus complete a Bachelor of Science in agricultural communication. These graduates are prepared for careers that include:

- Writers and editors for agricultural publications
- Advertising and public relations professionals with commodity groups
- On-air broadcasters and reporters for agricultural radio and television programs
- Directors of communication for agricultural organizations

Agricultural communication graduates have found careers at companies like:

- The Ohio Department of Agriculture
- Ohio Quarter Horse Association
- John Deere
- Farm Credit Services
- National FFA Organization

Others have pursued graduate or professional school.





# Agriscience Education



The agriscience education program is designed to prepare students for teaching careers in the public schools, extension agencies/offices or in agricultural businesses or organizations.

The Associate of Science degree program at ATI allows students to complete 50 percent of the curriculum needed to complete a Bachelor of Science degree in agriscience education at The Ohio State University in Columbus.

The curriculum of the agriscience education program will focus on the agricultural science/production specialization. Specific technical courses are listed in the side box. General education courses required are agricultural communication, economics, biology, chemistry, English, mathematics, history, music, psychology, and rural sociology.

## Field Experience

Students complete two field-based experiences in the schools, in extension or in agribusiness, depending upon their chosen area of emphasis. As part of the curriculum, students participate in an early field experience, which allows them to “try on” the role of an agricultural educator. Once they transition to the Columbus campus of Ohio State, students complete a full semester of student teaching.

## Sample Courses

**Introduction to Agricultural Communication, Education, and Leadership**  
**Introduction to Rural Sociology**  
**Principles of Food and Resource Economics**  
**Introduction to Animal Sciences**  
**Introduction to Soil Science**  
**Fundamentals of Personal and Professional Leadership**  
**Principles of Animal Nutrition**  
**Data Analysis in Applied Sciences**  
**Small Engines Basics**  
**The Science of Sustainable Plant Production**

## Career Prospects

ATI students who choose to continue their education at the Columbus campus complete a Bachelor of Science in agriscience education. These graduates are prepared for careers that include:

- High school teacher of agriculture
- Farm business planning and analysis instructor
- Adult education instructor
- Agricultural organization personnel trainer
- Farm manager
- Sales consultant or representative
- Public relations specialist
- Extension Agent or Associate

**"The courses I took at OSU ATI have provided me knowledge and experience so that I can create meaningful hands-on learning activities for my students."**

**- Rachael Ramsier '05  
Creston, Ohio**