ESA MAJOR REQUIREMENTS:

**CORE COURSES**: Complete ALL of the following courses: (16 credits)

- ♦ ACR 202 Problem Solving in Community, Agriculture, and Environmental Systems 3
- ♦ ACR 205 Agriculture and Natural Resources Communication Theory and Practice 3
- ♦ ACR 492 Senior Seminar 1
- ♦ ESA 200 Introduction to Environmental Studies and Agriscience 3
- ♦ ESA 312 Principles of Leadership for Environmental and Agriscience Professionals 3
- ♦ ZOL 355 Ecology 3

- **One of the following courses** (3 credits)
  - ♦ ESA 401 Communications Campaigns for Agricultural and Environmental Issues (W) 3
  - ♦ ESA 413 Grant Writing and Fund Development (W) 3
  - ♦ ESA 420 Risk and Decision Science for Environmental and Natural Res. Mgt. (W) 3

- **One of the following courses** (3 or 4 credits)
  - ♦ STT 200 Statistical Methods 3
  - ♦ STT 201 Statistical Methods 4
  - ♦ STT 224 Introduction to Probability and Statistics for Ecologists 3
  - ♦ PSY 295 Data Analysis in Psychological Research 3
  - ♦ COM 200 Methods in Communication Inquiry 4

- **One of the following courses** (3 or 4 credits)
  - ♦ CSS 210 Fundamentals of Soil Science 3
  - ♦ GLG The Dynamic Earth 4

- **One of the following courses** (3 credits)
  - ♦ ABM 100 Decision-making in Agri-Food Systems 3
  - ♦ ABM 130 Farm Management 1 3
  - ♦ EEP Ecological Economics 3

- **One of the following courses** (3 or 4 credits)
  - ♦ ANS 110 Introductory Animal Agriculture 4
  - ♦ FW 101 Fundamentals of Fisheries and Wildlife Ecology and Management 3
  - ♦ ZOL 313 Animal Behavior 3

- **One of the following courses** (3 credits)
  - ♦ CSS 101 Introduction to Crop Science 3
  - ♦ FOR 202 Introduction to Forestry 3
  - ♦ FOR 204 Forest Vegetation 3
  - ♦ HRT 203 Principles of Horticulture 1 3
  - ♦ PLB 105 Plant Biology 3

- **One of the following courses** (3 credits)
  - ♦ ESA 475 Agriscience and Natural Resources Study Abroad 3
  - ♦ ESA 480 Environmental Studies Abroad 3
  - ♦ ESA 493 Professional Internship 3

**CANR or Approved Science Courses at 300 level or above** 6

**Professional Concentration** 19-24
**Communication Concentration**

Students who select the Communication concentration will be prepared for careers in agricultural, natural resource, and/or environmental journalism, public relations, advertising, or marketing communications. Professionals combine agriculture, natural resource and environmental subject-matter knowledge with skills in writing, speaking, layout and design, and information management. Colleges, advertising and public relations agencies, trade associations, government agencies, extensions services, and corporations need professionals who can work in this field. Success in these organizations may lead to positions as editors, advertising account supervisors, public relations directors, and marketing communications managers.

**Requirements for the Communication Concentration**

- **One of the following courses** (3 - 4 credits)
  - JRN 200 News Writing and Reporting 4
  - JRN 205 Writing for Media 3

- **One of the following courses** (3 credits)
  - WRA 320 Technical Writing 3
  - WRA 341 Writing Nature and the Nature of Writing 3

- **Four of the following courses** (12-13 credits)
  - ESA 412 Special Topics in Leadership and Education 3
  - ESA 420 Risk and Decision Science of Environmental and Natural Res. Management (W) 3
  - PRR 451 Interpretation and Visitor Information Systems 3
  - WRA 210 Introduction to Web Authoring 3
  - COM 240 Introduction to Organizational Communication 4
  - COM 275 Effects of Mass Communication 3
  - COM 325 Interpersonal Influence and Conflict 3
  - FIM 424 Information and Market Intelligence in the Agri-Food Industry 3
  - TSM Information Technology in Agricultural Systems 3