

PATHWAYS | AGRICULTURE COMMUNICATIONS

Bachelor of Science in Agriculture Communications



COLLEGE OF
AGRICULTURE

COURSE SELECTION

FRESHMAN

- Discover possible careers and communication methods applied in the ag sector in AGRI 1080.
- Gateway courses: AGRI 1080 and COMM 1000

SOPHOMORE

- Courses include Journalism Fundamentals, Concepts in Communication and Journalism, Foundations of Public Relations and an Ag elective
- Gateway Courses: JRNL 1100 (must pass with a B)

JUNIOR

- Courses include Foundations of Human Communication, Agriculture support courses, Media Studies courses
- Gateway Courses: AGRI 4920

SENIOR

- Communications and agriculture support courses, agriculture law, agribusiness management or marketing, directed studies class or leadership class

ASK FOR ASSISTANCE

- Meet with your assigned faculty advisor each semester to discuss your major and academic plan.



Comer Hall, home of the College of Agriculture student advising.

- Academic Support provides several free resources to improve academic performance, including Study Partners, Supplemental Instruction and academic coaching. (auburn.edu/academic support)

- Meet with a counselor in the Career Center to explore career options and receive individualized assistance.

- Work with the Career Center to update your resume and cover letter.

GAIN EXPERIENCE

- Set up an ePortfolio to showcase your experiences and skills (auburn.edu/eportfolio).
- Check your "This Week on Ag Hill" and "Find Your Career" e-mails to learn about ways you can get involved and gain experience on campus.

- Put your communications skills to work in the student organizations to which you belong.
- Consider traveling abroad. The college offers Study Abroad Scholarships to students studying abroad.

- Pursue opportunities for your required internship (AGRI 4920).
- Attend professional development events (Career Fairs, Etiquette Dinners, Workshops)
- Apply to the Ag Alumni Mentoring Program. Students get to take part in job shadowing and networking opportunities, and see first hand where your degree can take you.

- Attend All Majors Career Expo (auburn.edu/career/events).
- Attend professional conferences and take part in industry tours.

GET INVOLVED

- Join the College of Agriculture Student Services Facebook page for college and major updates and internship and job postings.
- Agricultural Communicators of Tomorrow (ACT) is an organization for Agricultural Communication students and other interested in the communications field.

- Volunteer! Seek out opportunities that cater to your interest and also challenge you to get out of your comfort zone.
- Utilize AUinvolve (auburn.edu/auinvolve) to identify organizations of interest, to attend meetings and enhance your resume.



- Pursue leadership roles in your organization to exercise and enhance your communication skills.

- Gamma Sigma Delta is the Honor Society of Agriculture. The organization is dedicated to recognizing your academic achievements.

CAREER PLANNING

AUBURN UNIVERSITY CAREER CENTER

303 MARY MARTIN HALL | AUBURN.EDU/CAREER

A bachelors degree in Agriculture Communications prepares you for careers in a variety of fields requiring strong communication, leadership and interpersonal skills. Experience is essential for gainful employment in this field.

SOCIAL MEDIA DIRECTOR
MINIMUM EDUCATION: B.S.

ENTRY LEVEL SALARY RANGE: \$24.4K - \$56.0K

REGIONAL EXTENSION AGENT
MINIMUM EDUCATION: B.S.

ENTRY LEVEL SALARY RANGE: \$22.5K - \$38.0K

FIELD MARKETING MANAGER
MINIMUM EDUCATION: B.S.

ENTRY LEVEL SALARY RANGE: \$30.0K - \$60.0K

These are just three options out of many that agriculture communications majors pursue. For more career options be sure to check out "What Can I Do With a Major In..." on auburn.edu/career.



Mary Martin Hall, home of the Auburn University Career Center

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