

What Can I Do With This **Ohio State** Major?

Bachelor of Science

Agricultural Communication

College of Food, Agricultural, and Environmental Sciences

Agricultural communicators are important in society because they provide essential information to consumers and producers. To fill those roles in society, the agricultural communication major provides students the opportunity to study journalism, marketing, public relations, and graphic design within the applied context of the agricultural industry. Students in this major often describe themselves as someone who enjoys persuading, writing, and designing. Students gain real-world experience to prepare to successfully enter careers in communications, public relations, marketing, or journalism, both within and outside the industry of agriculture.¹

Career Areas/Job Titles:

Management and Industry

Communications Director
Magazine Writer
Editor
News Reporter
Sales and Advertising Associate

Event Planner

Marketing Manager

Communication and Media

Public Relations Director
Media Relations Coordinator
Graphic Designer
Television/Radio Broadcaster

Photographer

Web Developer

Education

Professor
Research Assistant

**Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

Transferable Skills:

Artistic Design

Basic Computer Skills

Editing

Expressing Ideas

Listening Skills

Provide/Respond to Feedback

Speaking Effectively

Use Technology Effectively

Written Communication

Cultural Understanding

Motivating Others

Social Perceptiveness

Willingness to Take Risks

Creativity/Imagination

Experimental Design

Forecasting/Predicting

Gathering Information

Identifying Problems

Research Skills

Adaptability/Flexibility

Attention to Detail

Initiative

Administrative Skills

Delegating Tasks

Organization Skills

Prioritizing Tasks

Strategic Planning/Visioning

Creating Innovative Solutions

*Minor Required

*Internship Required

**This is not an extensive list of transferable skills. See larger list of skills you might develop here:*

<http://careerconnection.osu.edu>

Professional Links:

Agricultural Communicators of Tomorrow: <http://act.org.ohio-state.edu/>

American Agricultural Editors Association: <http://www.ageditors.com/>

Livestock Publication Council: <http://www.livestockpublications.com>

National Agricultural Communicators of Tomorrow: nactnow.org