

IOWA STATE UNIVERSITY

DEPARTMENT OF
AGRICULTURAL EDUCATION & STUDIES

Suggested Coursework for
Communications Minors for
Agricultural Communications Majors

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ADVERTISING MINOR

For more information, visit: <http://www.jlmc.iastate.edu/undergraduate/files/minor07-09.pdf>

According to the Greenlee School of Journalism and Communication, in the 2007-2009 catalog, “students seeking a Advertising minor complete 15 credits, beginning with JLMC 101. The remaining 12 credits, at least 9 of which must be from Iowa State University, are selected from course offerings in advertising and journalism and mass communication majors.”

6 credits from 200- and 300- level courses:

Advrt 230: Advertising Principles
Advrt/JLMC 301: Strategic Planning for Advertising & Public Relations
Advrt 335: Advertising Media Planning
JLMC 220: Principles of Public Relations
JLMC 305: Publicity Methods
JLMC 341: Contemporary Magazine Publishing
JLMC 342: Visual Principles for Mass Communicators

6 credits from 400- level courses:

JLMC 401: Mass Communication Theory
JLMC 406: Media Management
JLMC 453: Electronic Media Technology & Public Policy
JLMC 454: Critical Analysis & History of Moving Image
JLMC 461: History of American Journalism
JLMC 462: Media Ethics, Freedom, Responsibility
JLMC 464: Journalism & Literature
JLMC 474: Communication Technology & Social Change
JLMC 476: World Communication Systems
JLMC 477: Ethnicity, Gender, Class, & the Media
ADVRT/JLMC 497: Special Topics in Communication

AGRICULTURAL SALES & MARKETING EMPHASIS

AGEDS 311: Presentation and Sales Strategies for Agricultural Audiences. (3-0) Cr. 3. F.S.
ECON 336: Agricultural Selling. (3-0) Cr. 3. F. Prereq: 101.
MKT 340: Principles of Marketing. (3-0) Cr. 3. F.S.SS. Prereq: Econ 101.
MKT 343: Personal Sales. (3-0) Cr. 3. Prereq: 340.
MKT 442: Sales Management. (3-0) Cr. 3. F.S. Prereq: 340.
MKT 447: Fundamentals of Consumer Behavior. (3-0) Cr. 3. F.S. Prereq: 340.
SPCM 327: Persuasion. (3-0) Cr. 3. F.S.SS. Prereq: 212.

COMMUNICATION STUDIES MINOR

For more information, visit: <http://www.las.iastate.edu/commstudies/minor.shtml>

To become a communication studies minor students must:

- Complete Communication Studies 101
- 15 additional communication studies credits
- Nine of the 15 additional credits must be at the 300 level or above

ENGLISH MINOR

For more information, visit: <http://engl.iastate.edu/programs/english/minor.html/>

According to the English Department, “the English minor can give you a sampling of course offerings in English studies. You may tailor the minor to your own preferences. You can earn a minor by completing at least 18 credits in English courses beyond the 100-level. Nine of the credits must be at the 300-level or above, with a minimum grade of C (not C-) in each course taken in the minor.”

ENTREPRENEURIAL STUDIES MINOR

For more information, visit: <http://www.bus.iastate.edu/Undergrad/EntrepreneurialStudies/>

6 credits of Required courses:

Management 310 (3 cr) Entrepreneurship and Innovation

Management 313 (3 cr) Feasibility Analysis and Business Planning

OR Management 410x (3 cr) Social Entrepreneurship

6 credits of Electives from an approved list of entrepreneurship-related courses.

Students are encouraged to take electives within their major colleges.

3 credits Experiential learning

Students will engage in the process(es) of entrepreneurship to earn experiential learning credits.

Entrepreneurial processes include 1) identifying an opportunity, 2) developing a concept; 3) determining required resources; 4) acquiring the necessary resources; 5) implementing and managing the concept; and 6) harvesting the venture. Students will submit a written proposal to the Entrepreneurship Supervisory Committee explaining how their proposed activity relates to entrepreneurial processes. This must be done prior to the activity to receive pre-approval for the experiential learning credits. Students may use existing courses, internships, consulting projects, or independent studies to meet this requirement as long as there are significant applicable entrepreneurial experiential activities, as judged by the Entrepreneurship Supervisory Committee. **Please note: Students do not have to start a business in order to meet this requirement—students only need hands-on experiences related to entrepreneurial processes.**

To obtain approval for experiential credits, students must apply for an independent study in their home college and indicate the entrepreneurial processes for which they will be getting hands-on experience. Each college has a specific independent study form. Students should follow the directions on the form for obtaining approval and registering for independent study credits.

Students desiring to take courses other than those listed above (for either catalog) need to seek approval from the Entrepreneurship Supervisory Committee. Similarly, transfer students who desire to transfer in entrepreneurship courses and have them count toward completion of the minor need to follow the routine process of verifying course transfer into the University.

GENERAL BUSINESS MINOR

For more information, visit: <http://www.bus.iastate.edu/Undergrad/Forms/GeneralBusinessMinor.pdf>

According to the College of Business, in the 2007-2009 catalog, a “general business minor is available for students who are pursuing a major outside the College of Business. The 21 credits of courses listed below

are required for this minor. At least 6 of these credit must have a grade of C or better, at least 6 credits of the 300 level courses must be taken at ISU, and 9 of these 21 credits must not be used to meet any other department, college, or university requirements.”

21 credits of Requirements:

Acct 285: Managerial Accounting
Fin 301: Principles of Finance
Mgmt 370: Management of Organizations
MIS 330: Management Information Systems
Mkt 340: Principles of Marketing
OSCM 320: Production/Operations Management
LSCM 360: Business Logistics

Please note: To be eligible to declare the minor, students must have credit for Eng 105/250, have completed 30 credits, and a minimum ISU cumulative GPA of 2.5. There are also foundation courses required, which include Math 150, Econ 101, Econ 102, Acct 284 and a Statistics course.

JOURNALISM & MASS COMMUNICATION MINOR

For more information, visit: <http://www.jlmc.iastate.edu/undergraduate/files/minor07-09.pdf>

According to the Greenlee School of Journalism and Communication, in the 2007-2009 catalog, “students seeking a Journalism and Mass Communication minor complete 15 credits, beginning with JLMC 101. The remaining 12 credits, at least 9 of which must be from Iowa State University, are selected from course offerings in advertising and journalism and mass communication majors.”

6 credits from 200- and 300- level courses:

Advrt 230: Advertising Principles
Advrt/JLMC 301: Strategic Planning for Advertising & Public Relations
Advrt 335: Advertising Media Planning
JLMC 220: Principles of Public Relations
JLMC 305: Publicity Methods
JLMC 341: Contemporary Magazine Publishing
JLMC 342: Visual Principles for Mass Communicators

6 credits from 400- level courses:

JLMC 401: Mass Communication Theory
JLMC 406: Media Management
JLMC 453: Electronic Media Technology & Public Policy
JLMC 454: Critical Analysis & History of Moving Image
JLMC 461: History of American Journalism
JLMC 462: Media Ethics, Freedom, Responsibility
JLMC 464: Journalism & Literature
JLMC 474: Communication Technology & Social Change
JLMC 476: World Communication Systems
JLMC 477: Ethnicity, Gender, Class, & the Media
ADVRT/JLMC 497: Special Topics in Communication

SPEECH COMMUNICATIONS MINOR

The area's courses also provide a minor concentration for students in various majors such as business, English, journalism, world languages and cultures, and the social sciences. The requirements for a minor in speech communication may be fulfilled by credit in Sp Cm 212 plus at least 15 additional hours from the lists below, of which 9 credits are in courses numbered 300 or above. No credits in 290, 490, 499, and 590 may apply toward the minor.

ComSt 101: Intro to Communication
Sp Cm 305: Language, Thought and Action
Sp Cm 327: Persuasion
Sp Cm 412: Rhetorical Criticism
Sp Cm 497: Capstone Course
Sp Cm 110: Listening
Sp Cm 205: Popular Culture Analysis
Sp Cm 213: Computers in the Study of English
Sp Cm 312: Business and Professional Speaking
Sp Cm 313: Communication for the Classroom Teacher
Sp Cm 322: Argumentation, Debate and Critical Thinking
Sp Cm 323: Gender and Communication
Sp Cm 324: Legal Communication
Sp Cm 325: Nonverbal Communication
Sp Cm 350: Rhetoric and the History of Ideas
Sp Cm 410: Persuasion in the Athenian Democracy
Sp Cm 416: American Public Address

TECHNICAL COMMUNICATION MINOR

For more information, visit: <http://engl.iastate.edu/programs/english/minor.html/>

According to the English Department, "the technical communication minor can help you develop basic skills in rhetorical analysis and computer use that will help you to work as a technical communicator. Students, especially those from related technical and scientific fields and cognate disciplines, may earn a minor in technical communication by enrolling in 18 credits."

6 credits chosen from these 3-credit courses (Theory and History Theory and History):

ENGL 310: Rhetorical Analysis
ENGL 350: Rhetoric and the History of Ideas
ENGL 411: Technology, Rhetoric, and Professional Communication
ENGL 412: Rhetoric in Organizational Culture

12 credits chosen from these 3-credit courses (Principles, Practices, and Technologies):

ENGL 213: Computers in the Study of English
ENGL 309: Report and Proposal Writing
ENGL 313: Writing for the World Wide Web
ENGL 314: Technical Communication
ENGL 410: Multimedia Design in Professional Communication
ENGL 413: Composing Documentation and Instructional Materials
ENGL 415: Business and Technical Editing

ENGL 416: Visual Aspects of Business and Technical Communication
ENGL 414: Production Processes for Technical Documents
ENGL 418: Argumentative Writing

“Students should check the ISU catalog to be sure that they meet prerequisites if they intend to register for 400-level courses. Up to 9 of the 18 credits taken for the minor may be used elsewhere on the audit. Coursework must be completed with a grade of C (not C-) in each course taken in the minor.”

POPULAR COMMUNICATION ELECTIVES

Please note: Courses may have prerequisites so plan accordingly when choosing courses and organizing your schedule.

Advertising:

Advrt 230: Advertising Principles
Advrt/JLMC 301: Strategic Planning for Advertising & Public Relations
Advrt 334: Advertising Creativity
Advrt 335: Advertising Media Planning
Advrt 336: Advertising Media Sales & Management

Agricultural Education & Studies:

AgEds 311: Presentation and Sales Strategies for Agricultural Audiences

Communication Studies:

ComSt 101: Introduction to Communication Studies
ComSt 102: Introduction to Interpersonal Communication
ComSt 203: Introduction to Communication Research Methods
ComSt 214: Professional Communication
ComSt 218: Conflict Management
ComSt 301: Human Communication Theory

English:

Engl 201: Introduction to Literature
Engl 205: Popular Culture Analysis
Engl 207: Introduction to Creative Writing
Engl 302: Business Communication
Engl 309: Report and Proposal Writing.
Engl 313: Writing for the World Wide Web
Engl 314: Technical Communication

Journalism & Mass Communications:

JLMC 201: Reporting and Writing for the Mass Media
JLMC 220: Principles of Public Relations
Advrt/JLMC 301: Strategic Planning for Advertising & Public Relations
JLMC 305: Publicity Methods
JLMC 341: Contemporary Magazine Publishing
JLMC 342: Visual Principles for Mass Communicators
JLMC 401: Mass Communication Theory
JLMC 406: Media Management
JLMC 453: Electronic Media Technology & Public Policy
JLMC 461: History of American Journalism
JLMC 462: Media Ethics, Freedom, Responsibility
JLMC 464: Journalism & Literature
JLMC 474: Communication Technology & Social Change
JLMC 476: World Communication Systems
JLMC 477: Ethnicity, Gender, Class, & the Media

Management:

Mgmt 310: Entrepreneurship and Innovation
Mgmt 313: Feasibility Analysis and Business Planning
Mgmt 471: Personnel and Human Resource Management

Marketing:

Mkt 340: Principles of Marketing
Mkt 343: Personal Sales
Mkt 410: Promotional Strategy
Mkt 442: Sales Management
Mkt 446: Retailing
Mkt 448: Fundamentals of International Marketing

Speech Communications:

Sp Cm 305: Language, Thought and Action
Sp Cm 327: Persuasion
Sp Cm 110: Listening
Sp Cm 205: Popular Culture Analysis
Sp Cm 213: Computers in the Study of English
Sp Cm 312: Business and Professional Speaking
Sp Cm 313: Communication for the Classroom Teacher
Sp Cm 322: Argumentation, Debate and Critical Thinking
Sp Cm 323: Gender and Communication
Sp Cm 324: Legal Communication
Sp Cm 325: Nonverbal Communication
Sp Cm 416: American Public Address