Suggested Coursework for Communications Minors/Communication Electives for Agricultural Communications Majors

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ADVERTISING MINOR

For more information, visit:
http://catalog.iastate.edu/collegeofliberalartsandsciences/advertising/#undergraduateminortext

According to the Greenlee School of Journalism and Communication, in the 2017-2018 catalog, students seeking a Advertising minor complete 15 credits, beginning with JLMC 101, ADVRT 230 and ADVRT 301. The remaining 6 credits, are chosen from the list below:

6 credits from 200- and 300- level courses:
ADVRT 335: Advertising Media Planning.
JL MC 401: Mass Communication Theory.
JL MC 406: Media Management
JL MC 474: Communication Technology and Social Change
JL MC 476: World Communication Systems
JL MC 477: Ethnicity, Gender, Class and the Media
ADVRT 497: Special Topics in Communication

AGRICULTURAL BUSINESS MINOR

For more information, visit: http://www.econ.iastate.edu/minor-agricultural-business

A minor in Agricultural Business requires 15 credits. The specific course requirements for the minor are as follows:

- Econ 101: Principles of Microeconomics. (3-0) Cr. 3.
- Econ 230. Farm Business Management. (2-2) Cr. 3. Prereq: 101; ACCT 284.
- Econ 301. Intermediate Microeconomics. (3-0) Cr. 3-4. Prereq: 101; 207 or MATH 160 or 165.

Three credits from the following selected list:
- Econ 330. Advanced Farm Business Management (3-0) Cr. 3 Prereq: 230
- Econ 332. Cooperatives. (3-0) Cr. 3. Prereq: 101.
- Econ 337. Agricultural Marketing. (2-2) Cr. 3. Prereq: 101 required, 235 recommended.
- Econ 364. Rural Property Appraisal. (3-0) Cr. 3. Prereq: 101
- Econ 376. Rural, Urban and Regional Economics. (3-0) Cr. 3. Prereq: 101.
- Econ 380. Environmental and Resources Economics. (3-0) Cr. 3. Prereq: 101.
- Econ 416. Industrial Organization. (3-0) Cr. 3. Prereq: 301.
- Econ 418. Introduction to Game Theory. (3-0) Cr. 3 Prereq: 301.
- Econ 431. Managerial Economics. (3-0) Cr. 3. Prereq: 301.
- Econ 437. Commodity Marketing and Risk Management. (3-0) Cr. 3. Prereq: 235, 301, STAT 326.
- Econ 460. Agricultural, Food, and Trade Policy. (3-0) Cr. 3. Prereq: 301 or 501.
- Econ 466. Agricultural Finance. (3-0) Cr. 3. Prereq: 301, STAT 226, FIN 301 and ECON 353.
- Econ 480. Intermediate Environmental and Resource Economics. (3-0) Cr. 3. Prereq: 301 or 501.

Following Iowa State University guidelines for undergraduate minors, the following are also required:
* At least 6 of the credits for the minor must be taken at ISU in courses numbered 300 or above.
* At least 9 of the credits for the minor are not used to meet any other department, college or university requirement.
* None of the courses for the minor can be taken on a pass-not pass basis.
Prerequisites for students interested in an Ag Business Minor:
Students interested in an Ag Business minor must also take Acct 284 (Financial Accounting) as a prerequisite for the required course Econ 230 (Farm Business Management), and Math 160 (Survey of Calculus I) or Math 165 (Survey of Calculus) and Econ 207 as a prerequisite for the required course Econ 301 (Intermediate Microeconomics).

COMMUNICATION STUDIES MINOR

For more information, visit:
hp://catalog.iastate.edu/collegeofliberalartsandsciences/communicationstudies/#minortext

To become a communication studies minor students must:
- Complete Communication Studies 101, 102, 203 and 301
- 6 additional 300 level communication studies credits
- Students must earn an overall average of C (2.0) or better in all courses taken for minor.

ENGLISH MINOR

For more information, visit: http://www.engl.iastate.edu/undergraduate-students/minors/

The minor in English prepares students in any discipline for which communication activities are needed to succeed in their professions. Minors in English will complete 15 credits beyond ENGL 150 Critical Thinking and Communication and ENGL 250 Written, Oral, Visual, and Electronic Composition, all with a grade of C (not C-) or higher, 9 of which will be at the 300 or 400 levels. Twelve of these hours must be taken at Iowa State. Up to 6 of the 15 credits taken for the minor may be used to meet other degree program requirements.
ENTREPRENEURIAL STUDIES MINOR

For more information, visit: http://www.business.iastate.edu/undergraduate/prospective-students/choosing-your-major/minors/entrepreneurial-studies-minor/

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


The College of Business offers a structured minor in general business to students outside the College. The minor requires a minimum of 15 credits and must include at least 6 credits in courses numbered 300 or above taken at Iowa State University. A “C” average or better is required in courses used to satisfy the minor requirements. All pre-requisites for minor courses must be met prior to taking the course. All minor courses must be taken for a grade. Students with declared majors have priority over students with declared minors in courses with space constraints.

Required Courses (6 credits):
Acct 284: Financial Accounting
Acct 285: Managerial Accounting Prereq: Acct 284 OR Acct 215: Legal Environment of Business OR BusAd 250: Introduction to Business Prereq: ComS 113 or approved substitute

2017-2018 Catalog Updated June, 2017
Elective Courses (9 credits):
Fin 301: Principles of Finance  Prereq: Acct 284, Econ 101, any statistics
Mgmt 370: Management of Organizations  Prereq: Econ 101 or Econ 102
Mkt 340: Principles of Marketing  Prereq: Econ 101 or Econ 102
SCM 301: Supply Chain Management Prereq: Econ 101 and any statistics
MIS 301: Management Information Systems  Prereq: Com S 113 or approved substitute

*The College of Business does NOT allow non-business students to take more than three of 300+ level courses. GBUS minor students needing more courses to meet the “9 credit stand alone” rule will need to apply to the Business College for an exception, or should consider taking one additional course of ACCT 285, ACCT 215, or BUSAD 250.

JOURNALISM & MASS COMMUNICATION MINOR

For more information, visit:  http://www.jlmc.iastate.edu/undergraduate/journalism/index.shtml

According to the Greenlee School of Journalism and Communication, in the 2011-2012 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. (3-0) Cr. 3. F.S.
Advrt/JLMC 301: Research and Strategic Planning for Advertising & Public Relations. (3-0) Cr. 3. F.S. Prereq: 230 or JLMC 220; Sophomore classification.
Advrt 335: Advertising Media Planning. (3-0) Cr. 3. F.S. Prereq: C+ or better in JLMC 201; Advrt/JLMC 301.
JLMC 220: Principles of Public Relations. (3-0) Cr. 3. F.S.
JLMC 305: Publicity Methods. (3-0) Cr. 3. F.S. Prereq: Engl 250, Sophomore classification.
JLMC 341: Contemporary Magazine Publishing. (3-0) Cr. 3. Prereq: Junior classification.

6 credits from 400-level courses:
JLMC 401: Mass Communication Theory. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 406: Media Management. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 453: Electronic Media Technology & Public Policy. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 454: Critical Analysis & History of Moving Image. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 461: History of American Journalism. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 462: Media Ethics, Freedom, Responsibility. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 464: Journalism & Literature. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 474: Communication Technology & Social Change. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 476: World Communication Systems. (3-0) Cr. 3. Prereq: Junior classification.
JLMC 477: Ethnicity, Gender, Class, & the Media. (3-0) Cr. 3. Prereq: Junior classification.
ADVRT/JLMC 497: Special Topics in Communication. Cr. 1-3.
PUBLIC RELATIONS MINOR

For more information, visit:
http://catalog.iastate.edu/collegeofliberalartsandsciences/publicrelations/#undergraduateminortext

Students cannot select more than one minor in the Greenlee School of Journalism and Communication. Minors in the Greenlee School are not available to Greenlee majors.

For a minor in public relations, students complete 15 credits.

JL MC 101   Mass Media and Society 3
P R 220   Principles of Public Relations 3
P R 305   Publicity Methods 3

Choose 6 credits from the following: 6

P R 301   Research and Strategic Planning for Advertising and Public Relations
JL MC 401   Mass Communication Theory
JL MC 406   Media Management
P R 420X   Crisis Communication
JL MC 474   Communication Technology and Social Change
JL MC 476   World Communication Systems
JL MC 477   Ethnicity, Gender, Class and the Media
P R 497   Special Topics in Communication

SPEECH COMMUNICATIONS MINOR

There is one required course:

SP CM 212: Fundamentals of Public Speaking

In addition, you will take at least 5 Speech Comm courses, at least 3 of which will be at the 300+ level.

Note: No credits in 290, 490, 499, and 590 may apply toward the minor. See below for some specific course suggestions.

Pathways through the minor

These sets of course options are intended to give you some ideas of ways a Speech minor can prepare you for your future. Consider trying one—or blazing your own trail!

Leadership and Professions

- SP CM 110: Listening
- SP CM 216X: Great Speakers & Speeches
- SP CM 312: Business & Professional Speaking
- SP CM 323: Gender & Communication
- SP CM 412: Rhetorical Criticism OR SP CM 416: History of American Public Address

Law and Criminal Justice

- SP CM 322: Argumentation, Debate, and Critical Thinking
- SP CM 324: Legal Communication
- SP CM 327: Persuasion
• SP CM 412: Rhetorical Criticism
• SP CM 416: History of American Public Address OR SP CM 417: Campaign Rhetoric

**Classics and History**
• SP CM 216X: Great Speakers & Speeches
• SP CM 350: Rhetorical Traditions
• SP CM 404: Special Topics Seminar
• SP CM 412: Rhetorical Criticism
• SP CM 416: History of American Public Address

**Religion and Ministry**
• SP CM 110: Listening
• SP CM 322: Argumentation, Debate, and Critical Thinking OR SP CM 327: Persuasion
• SP CM 404C: Special Topics Seminar: Rhetoric of Religion
• SP CM 412: Rhetorical Criticism
• SP CM 416: History of American Public Address

**Diversity and Change**
• SP CM 110: Listening
• SP CM 216X: Great Speakers & Speeches
• SP CM 322: Argumentation, Debate, and Critical Thinking OR SP CM 327: Persuasion
• SP CM 323: Gender & Communication
• SP CM 416: History of American Public Address

**TECHNICAL COMMUNICATION MINOR**

_For more information, visit: [http://www.engl.iastate.edu/undergraduate-students/minors/](http://www.engl.iastate.edu/undergraduate-students/minors/)_

The technical communication minor can help you develop basic skills in rhetorical analysis, textual editing, composing and collaborating in digital environments, and multimedia design and production that will help you to work as a technical communicator. The minor also provides essential communication skills for majors in business, technical, and scientific fields and complements majors in other communication fields. You may earn a minor in technical communication by enrolling in 15 credits distributed as follows:

Students may earn a minor in Technical Communication by enrolling in 15 credits distributed as follows:

• Three credits in ENGL 314 Technical Communication and
• Twelve credits in Technical Communication chosen from these three-credit courses:
  
  ENGL 302: Business Communication
  ENGL 309: Report and Proposal Writing
  ENGL 310: Rhetorical Analysis
  ENGL 312: Biological Communication
  ENGL 313: Rhetorical Website Design
  ENGL 332: Visual Communication of Quantitative Information
  ENGL 350: Rhetorical Traditions
With appropriate pre-requisites students may also register for the following courses:

- ENGL 411: Technology, Rhetoric, and Professional Communication
- ENGL 415: Business and Technical Editing
- ENGL 416: Visual Aspects of Business and Technical Communication
- ENGL 418: Seminar in Argumentation
- ENGL 477: Seminar in Technical Communication
- ENGL 529: Multimedia Content Management
- ENGL 542: Production Processes for Technical Documents
- ENGL 549: Multimedia Design in Professional Communication

*Up to 6 of the 15 credits taken for the minor may be used to meet other degree program requirements.

Note: Students should check the ISU catalog to be sure that they meet prerequisites if they intend to register for 400+ courses

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: Research and Strategic Planning for Advertising & Public Relations
- Advrt 334: Advertising Creativity
- Advrt 335: Advertising Media Planning
- Advrt 336: Advertising Account Management

Agricultural Education & Studies:
- AgEds 311: Presentation and Sales Strategies for Agricultural Audience
- AgEds 414: Developing Agricultural Education Programs in Non-Formal Settings
- AgEds 461: Technology Transfer/Role of Agricultural and Extension Education

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 207: Introduction to Creative Writing
- Engl 302: Business Communication
- Engl 309: Report and Proposal Writing
- Engl 313: Rhetorical Website Design
- Engl 314: Technical Communication
Journalism & Mass Communications:
JLMC 201: Reporting and Writing for the Mass Media
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

Public Relations:
PR 220: Principles of Public Relations
PR 305: Publicity Methods
PR 420: Crisis Communication

Speech Communications:
Sp Cm 110: Listening
Sp Cm 305: Language, Thought and Action
Sp Cm 312: Business and Professional Speaking
Sp Cm 313: Communication in Classrooms and Workshops
Sp Cm 322: Argumentation, Debate and Critical Thinking
Sp Cm 323: Gender and Communication
Sp Cm 324: Legal Communication
Sp Cm 327: Persuasion
Sp Cm 416: History of American Public Address