AGRICULTURAL EDUCATION AND COMMUNICATION

Program Information

The Master of Science program is designed to prepare graduates for domestic and international teaching, research, extension, administrative and leadership positions in both the public and private sectors. Courses are taught in an agricultural and natural resources context and are broadly applicable in educational, business, government, and agency settings. The Master of Science program is delivered on-campus and online via the AEC e-Learning Institute (eLI). The Doctor of Philosophy degree program is primarily designed to prepare graduates for academic positions in teaching, research, and extension within the realm of Agricultural Education and Communication. In addition, graduates may obtain positions in administration, human resource management, or training and development.

The Agricultural Communication specialization prepares students for professional communication careers in or dealing with agriculture and agribusiness. It is intended primarily for students who enter with a bachelor's degree in journalism, agricultural communication/journalism, advertising, broadcasting, public relations, or related fields. Graduates of this option are employed in:

1. communication or management positions with the numerous commodity or special-interest associations in agriculture and related fields;
2. communication support positions in agricultural extension and research information departments of land-grant universities, agencies of USDA, state Departments of Agriculture, and agricultural development projects overseas;
3. advertising and public relations positions with agribusiness firms or commodity associations; and
4. media positions involved in reporting on agriculture, agribusiness, and natural resource issues.

Students in Agricultural Communication also develop strong skills/application in media writing, production, campaign strategies and/or Web design/desktop publishing. Graduates become prepared for positions in both public and private sectors in both industry and educational settings.

The Agricultural Education specialization is designed to enhance the careers of those employed in the educational professions in agriculture and natural resources. Regardless if one is employed in public school teaching, community college instruction, or training and development in agribusiness, students gain valuable knowledge and experience in designing, implementing, and evaluating educational programs. In addition, graduates of the program command tremendous depth of the teaching and learning process. This specialization may be designed to allow students to complete the requirements of teacher certification while completing their master's degree program. The PhD is a research-oriented degree that has a primary focus of preparing candidates to assume faculty positions in colleges or university teacher education programs. Candidates develop an individual program of study that provides a comprehensive knowledge of teaching and learning processes. The degree also seeks to extend the candidate's development by providing instruction, research opportunities, and experiences that enhance the depth and breadth of the candidate's prior learning opportunities.

The Extension Education specialization is designed to prepare students for careers in the Cooperative Extension service, outreach education, and/or other international agencies. Through coursework and research, students will gain valuable knowledge and experience in designing, implementing, and evaluating educational programs. Extension graduate students choose between a domestic or international focus in regards to coursework and/or research. In addition, graduates of the program command tremendous depth of the teaching and learning process. Candidates who select the Extension Education specialization develop an individual program of study that focuses on such topics as program development, experiential education, the change process, educational technologies and extension, program evaluation and organizational accountability, administration and leadership, and international extension. Graduates become prepared for a variety of positions including extension specialists, county and district extension directors, outreach education coordinators for private and public agencies, 4-H Extension agents and specialists, and educator specialists with international agencies.

The Leadership Development specialization is designed to prepare students for educational leadership, training, and outreach positions in agricultural, extension, community and governmental agencies. Course work in the major will focus on a core of agricultural courses along with emphasis in designing educational/training programs, professional presentation enhancement, leadership development, teaching/training methods, and interpersonal communication. Candidates who select the Leadership Development specialization develop an individual program that focuses on leadership theory and measurement, critical and creative thinking, and leadership in cross-cultural settings. Students will encompass a strong research and theory-based program with a strong knowledge of training and development, and human resource management. Graduates become prepared for positions in both public and private sectors in both industry and educational settings.

Degrees Offered

Degrees Offered with a Major in Agricultural Education and Communication

- Doctor of Philosophy
- Master of Science

Requirements for these degrees are given in the Graduate Degrees (http://gradcatalog.ufl.edu/graduate/degrees/) section of this catalog.

Courses

Agricultural Education and Communication Departmental Courses

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>AEC 5032</td>
<td>Agricultural and Natural Resources Media Writing</td>
<td>3</td>
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<tr>
<td>AEC 5034</td>
<td>Digital Media Production in Agriculture and Natural Resources</td>
<td>3</td>
</tr>
<tr>
<td>AEC 5037</td>
<td>Agricultural and Natural Resources Media Production</td>
<td>3</td>
</tr>
<tr>
<td>AEC 5060</td>
<td>Public Opinion and Agricultural and Natural Resource Issues</td>
<td>3</td>
</tr>
<tr>
<td>AEC 5074</td>
<td>Agriculture, Resources, People, and the Environment: A Global Perspective</td>
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AEC 5206 Teaching Methods in Agricultural Education 3
AEC 5227 Teaching in Agricultural Education 3
AEC 5302 Professional Skill Development in Agriscience Education I 1-3
AEC 5324 Philosophy and Development of Agricultural Education 3
AEC 5416 Critical and Creative Thinking in Problem Solving and Decision Making 3
AEC 5440 Interpersonal Leadership in Agricultural and Life Sciences 3
AEC 5454 Leadership Development for Extension and Community Nonprofit Organizations 3
AEC 5501 Professional Skill Development in Agriscience Education II 1-3
AEC 5541 Communication and Instructional Technologies in Agricultural and Life Sciences 3
AEC 5544 Curriculum Development and Assessment Techniques in Emerging Agricultural Technologies 3
AEC 5545 Special Methods in Teaching Agriculture 3
AEC 5546 Program Planning in Agricultural Education 3
AEC 6210 Designing Educational Programs in Agricultural Settings 3
AEC 6211 Delivering Educational Programs in Agricultural Settings 3
AEC 6212 Teacher Education in Agriculture 3
AEC 6229 Laboratory Instruction: Theory and Practice 3
AEC 6300 Methodology of Planned Change 3
AEC 6316 From America to Zimbabwe: An Overview of International Extension Systems 3
AEC 6321 The Land Grant University and University Governance 3
AEC 6325 History and Philosophy of Agricultural Education 3
AEC 6411 Organizational Leadership in Agriculture and Life Sciences 3
AEC 6419 Communication and Competencies for Global Leadership 3
AEC 6426 Development of a Volunteer Leadership Program 3
AEC 6501 Developing and Conducting Needs Assessments in Extension Settings 3
AEC 6512 Program Development in Extension Education 3
AEC 6540 Agricultural and Natural Resources Communications Theory and Strategies 3
AEC 6543 Teaching and Learning Theory: Applications in Agricultural Education 3
AEC 6552 Evaluating Programs in Extension Education 3
AEC 6611 Agricultural and Extension Adult Education 3
AEC 6704 Extension Administration and Supervision 3
AEC 6767 Research Strategies in Agricultural Education and Communication 3
AEC 6905 Problems in Agricultural and Extension Education 1-3
AEC 6910 Supervised Research 1-5
AEC 6912 Nonthesis Research in Agricultural and Extension Education 1-3
AEC 6932 Special Topics in Agricultural Education and Communication 1-3

AEC 6933 Seminar in Agricultural Education and Communication 1-3
AEC 6940 Supervised Teaching 1-5
AEC 6945 Practicum in Agricultural Education and Communication 1-9
AEC 6947 Experiential Learning in Agricultural Education 3
AEC 6971 Research for Master’s Thesis 1-15
AEC 6980 Thesis/Dissertation Proposal Development 3
AEC 7979 Advanced Research 1-12
AEC 7980 Research for Doctoral Dissertation 1-15

College of Agricultural and Life Sciences Courses

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ALS 5156</td>
<td>Agricultural Ecology Principles and Applications</td>
<td>3</td>
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<tr>
<td>ALS 5905</td>
<td>Individual Study</td>
<td>1-4</td>
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<tr>
<td>ALS 5932</td>
<td>Special Topics</td>
<td>1-4</td>
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<td>ALS 6046</td>
<td>Grant Writing</td>
<td>2</td>
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<tr>
<td>ALS 6166</td>
<td>Exotic Species and Biosecurity Issues</td>
<td>3</td>
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<tr>
<td>ALS 6921</td>
<td>Colloquium on Plant Pests of Regulatory Significance</td>
<td>1</td>
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<tr>
<td>ALS 6925</td>
<td>Integrated Plant Medicine</td>
<td>4</td>
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<td>ALS 6931</td>
<td>Plant Medicine Program Seminar</td>
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<td>ALS 6935</td>
<td>Topics in Biological Invasions</td>
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<td>ALS 6942</td>
<td>Principles of Plant Pest Risk Assessment and Management</td>
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<td>ALS 6943</td>
<td>Internship in Plant Pest Risk Assessment and Management</td>
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<tr>
<td>ANS 6936</td>
<td>Graduate Seminar in Animal Molecular and Cell Biology</td>
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<td>BCH 5045</td>
<td>Graduate Survey of Biochemistry</td>
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<tr>
<td>STA 6093</td>
<td>Introduction to Applied Statistics for Agricultural and Life Sciences</td>
<td>3</td>
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<tr>
<td>STA 6329</td>
<td>Matrix Algebra and Statistical Computing</td>
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Student Learning Outcomes

Agricultural Education & Communications (PHD)

SLO 1 Knowledge
Summarize contemporary and foundational theory and research in the selected specialization

SLO 2 Knowledge
Apply, analyze and synthesize content knowledge, evolving concepts and philosophies in the selected specialization to solve problems by identifying component parts, relationships and ideas.

SLO 3 Skills
Apply visual and nonvisual techniques in the use of instructional materials and methods.

SLO 4 Skills
Apply concepts and principles related to design, implementation and evaluation of formal and non-formal education and/or training and development programs.

SLO 5 Skills
Apply principles, practices and strategies for conducting behavioral research in agricultural and natural resource professions.

SLO 6 Professional Development
Display ethical behaviors, cultural sensitivity, teamwork, professional conduct and communication.

**Agricultural Education & Communications (MS)**

SLO 1 Knowledge
Display competency in contemporary and foundational theory and research in their selected specialization.

SLO 2 Knowledge
Apply, analyze and synthesize content knowledge and evolving concepts and philosophies in the selected specialization to solve problems by identifying component parts, relationships and ideas.

SLO 3 Skills
Apply visual and nonvisual techniques in the use of instructional materials and methods.

SLO 4 Skills
Apply concepts and principles related to design, implementation and evaluation of formal and non-formal education and/or training and development programs.

SLO 5 Skills
Apply principles, practices and strategies for conducting behavioral research in agricultural and natural resource professions.

SLO 6 Professional Behavior
Display ethical behaviors, cultural sensitivity, teamwork, professional conduct and communication.