

What can I do with a major in “Agricultural Communication”?

The University of Georgia Career Center
Clark Howell Hall, 706-542-3375, www.career.uga.edu
Agricultural Leadership, Education and Communication, www.alec.uga.edu



This information describes typical occupations and employment settings associated with this major. Understand some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Agricultural Communications

The agricultural communications major prepares students to report agricultural information to audiences such as consumers, legislators, homeowners, farmers, agribusinesses, commodity groups, and governmental agencies. Through positions in fields such as public relations, sales, marketing, journalism, photography, and media, students communicate about the importance of agriculture. Students in Agricultural Communication take courses in the prestigious Grady College of Journalism and Mass Communication as well as in the College of Agricultural and Environmental Sciences, concentrating in journalism news editorial, advertising, public relations, and telecommunications. In today's economic environment, there is a need for people with communication skills who also understand scientific agriculture.

Research Careers

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Alberta Occupational Profiles <http://www.alis.gov.ab.ca/occinfo/frameset.asp> (click on Occupational Title Search)

***Please visit the Career Center Library or your Career Consultant if you need additional information or assistance.**

Possible Job Titles of Agricultural Communications Graduates

(*As reported by UGA Career Center post-graduate survey)

Admissions Counselor*

Advertising

Agricultural Consultant

Agricultural Marketer

Customer Relations

Editor*

General Manager*

Graphic Design

Information Specialist*

Insurance Sales

Marketing Specialist*

Photographer

Production Coordinator*

Project Coordinator*

Public Relations

Real Estate

Reporter

Retail Sales

Sales and Promotion

Sales Trainee*

Writer

Possible Employers of Agricultural Communications Graduates

(*As reported by UGA Career Center post-graduate survey)

Advertising Agencies

Agri Alternatives*

Agribusinesses

Agriculture Associations

Agriculture-related Publications

Allturf Incorporated*

Black Diamond Advertising*

Certified Angus Beef Program*

Chemical Companies

Consulting firms

Department of State

Department of the Interior

Dow AgroSciences*

Farm equipment manufacturers

Food processors

Food retailers and wholesalers

Georgia Farm Bureau*

Insurance firms

Land-grant Universities

Machinery Companies

Manufacturers of farm input supplies

Market analysis firms

Media companies

Poultry and Egg News, Inc.*

Production industries

The University of Georgia*

USDA

Career Center Library Resources

Careers in Focus: Agriculture by Ferguson

Great Jobs for Communication Majors by Camenson, Blythe

Careers in Focus: Government by Ferguson

Campus Resources

College of Agricultural & Environmental Sciences- <http://www.caes.uga.edu>

Clubs & Organizations: <http://www.caes.uga.edu/academics/organizations.html>

Agricultural Communicators of Tomorrow

Alpha Gamma Rho Fraternity

Collegiate 4-H Club
Sigma Alpha Sorority
Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS)

Employment Websites

UGA DAWGlink (career.uga.edu)- <https://uga-csm.symphlicity.com/students/index.php>
AgCareers.com- <http://agcareers.com>
Making the Difference (Federal Jobs & Internships)- <http://www.makingthedifference.org>
AgriMarketing- <http://www.agrimarketing.com/>
BlueSkySearch- <http://www.blueskysearch.com/>
U.S. Office of Personnel Management- <http://www.opm.gov/>

Additional Resources

National Agricultural Communicators of Tomorrow: <http://nactnow.org/>
Agriculture Future of America: <http://www.agfuture.org/>
The FFA National Organization: <http://www.ffa.org/>
National 4-H Organization Website: <http://4-h.org/>
Georgia 4-H Website: <http://www.georgia4h.org/>
National Agri-Marketing Association: <http://www.nama.org/>
Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences:
<http://www.aceweb.org/>
Agricultural Relations Council : <http://www.agrelationscouncil.org/>