

What can I do with a major in Agricultural Communication

The University of Georgia Career Center

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Agricultural Leadership, Education and Communication, www.alec.uga.edu



This information describes typical occupations and employment settings associated with this major. Understand that 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 Communication

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.

Researching Job Titles and Careers

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)

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

Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the "Resources" tab and select "Online Resources")

Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the "Resources" tab and select "Online Resources")

Possible Job Titles

Account Executive	Editorial Assistant	Real Estate
Admissions Counselor	General Manager	Reporter
Advertising	Graphic Design	Retail Sales
Agricultural Consultant	Graphic Director	Sales and Promotion
Agricultural Marketer	Information Specialist	Sales Trainee
Assistant Director of Communications	Insurance Sales	Southeast District Director
Communications Director	Marketing Specialist	Special Assistant
Conferences and Marketing Services Assistant	Photographer	Technical Sales Representative
Customer Relations	Production Coordinator	Writer
Associate Editor	Program Coordinator	Youth Development Extension Agent
Editor	Project Coordinator	
	Public Relations & Communications	

Possible Employers

Advertising Agencies	Department of the Interior	National Pork Producers Council
Agri Alternatives	Dow AgroSciences	News America Marketing
Agribusinesses	Farm equipment manufacturers	North Region Agriculture Education
Agriculture Associations	Food processors	Northeast Georgia Livestock LLC
Agriculture-related Publications	Food retailers and wholesalers	Poultry and Egg News, Inc.
Allturf Incorporated	Forest Landowners Association	Production industries
Aventis CropScience	Georgia Farm Bureau	State YMCA of Georgia
Black Diamond Advertising	Insurance firms	The University of Georgia
Certified Angus Beef Program	Land-grant Universities	US Department of Agriculture
Chemical Companies	Machinery Companies	UGA College of Agriculture and Environmental Sciences
Collinson Publishing	Manufacturers of farm input supplies	USDA
Consulting firms	Market analysis firms	
Department of State	Media companies	

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.

Campus Resources

College of Agricultural and Environmental Sciences Clubs and Organizations- <http://students.caes.uga.edu/athens/organizations.cfm>

Agricultural Communicators of Tomorrow (ACLT)

Collegiate 4-H- <http://georgia4h.org/collegiate/>

Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS)- <http://www.caes.uga.edu/academics/manrrs/>

Alpha Gamma Rho (Men pursuing careers in agriculture)- <http://www.georgiaagr.com/home>

Sigma Alpha (Women pursuing careers in agriculture)- <http://www.ugasigmaalpha.com>

To find additional clubs and organizations, go to the Center for Student Organizations at- <http://stuorgs.uga.edu/find/index.html>

Connect with your Career Consultant <http://career.uga.edu/contact#careerconsultants>

Employment Websites

GENERAL:

CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)

DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)

GoinGlobal (To access GoinGlobal, login to your DAWGlink account)

Idealist www.idealist.org/ (nonprofit jobs)

USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:

AgCareers.com- <http://agcareers.com>

BlueSkySearch- <http://www.blueskysearch.com/>

AgriCareers, Inc.- <http://www.agricareersinc.com/>

Jobs in Extension, Outreach, Research and Higher Education- <http://jobs.joe.org>

National Agricultural Communicators of Tomorrow Job Board-<http://nactnow.org/opportunities/job-opportunities/>

Professional Information 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/>

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

The job market for agricultural communicators includes:

- Farm broadcasting
- Journalists and editors of agricultural/rural magazines and newspapers
- Communication specialist, public relations practitioner, or Web developer for agricultural commodity organizations, businesses, non-profits
- Sales representative for agricultural business
- Science journalist
- Land-grant university communication specialist
- Public relations or advertising for firms that specialize in or have agricultural clients

*Taken from: http://en.wikipedia.org/wiki/Agricultural_communication