



## INSTITUTE OF APPLIED AGRICULTURE

# Agricultural Leadership and Communication



Advancements in communication technology have changed the way agricultural producers and advocates interact with customers and stakeholders. You will gain the knowledge and skills relevant to agricultural business management, leadership, and communication in today's world. Career options include agricultural public relations, advocacy, marketing, and advertising; agribusiness start-up, management, and consulting; management of agriculture-related associations and nonprofits; and more.

The business skills emphasized in our program are important to success in any career area, particularly in agricultural enterprises. As a student, you will complete an internship, gain hands-on experience, and make industry contacts.

## IAA Students Receive:

- **An engaging** learning environment.
- **Communication and leadership skills** focused on agricultural businesses.
- **Hands-on learning** inside and outside the classroom.
- **Networking** with industry professionals.
- **An affordable education** supported with scholarships and financial aid.
- **An academic community** with rich resources.

## How to Apply:

Apply for admission to the IAA at the University of Maryland and select the **Agricultural Leadership and Communication** specialization.

**Get Started:** [iaa.umd.edu/apply](http://iaa.umd.edu/apply)

**The Institute of Applied Agriculture (IAA)** is a 60-credit academic certificate program in the College of Agriculture and Natural Resources at the University of Maryland, College Park.

### Contact Us:

**Institute of Applied Agriculture**  
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College Park, MD 20742

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[iaa-request@umd.edu](mailto:iaa-request@umd.edu)  
[iaa.umd.edu](http://iaa.umd.edu)

### Join the Conversation:



## 2-YEAR PLAN FOR AGRICULTURAL LEADERSHIP AND COMMUNICATION

<u>1st YEAR, FALL SEMESTER</u>			<u>Credit Hours</u>	
ANSC 101/103	Principles of Animal Science - <i>Lecture/Lab</i>	3/1 OR	_____	
PLSC 101	Introductory Crop Science	4 OR	_____	
INAG 100	Introduction to Plant Science	4 OR	_____	
PLSC 100	Introduction to Horticulture	4 OR	_____	
NFSC 100	Elements of Nutrition	3 OR	_____	
NFSC 112	Food: Science and Technology	3	_____	
INAG 102	Agricultural Entrepreneurship	3 OR	_____	
ENES 140	Discovering New Ventures	3	_____	
INAG 103	Agricultural Marketing	3	_____	
ENGL 101	Academic Writing	3	_____	
Approved Elective(s)		<u>3-4</u>	_____	
		<b>15-16</b>		
<u>1st YEAR, SPRING SEMESTER</u>				
INAG 104	Agricultural Mathematics (or MATH)	3	_____	
INAG 105	Soils and Fertilizers	3	_____	
INAG 110	Oral Communication	3	_____	
INAG 131	Intro to Ag Policy & Communication	3	_____	
INAG 132/252	Ag Leadership & Teamwork/ Ag Public Relations	<u>3</u>	_____	
		<b>15</b>		
<u>SUMMER, BETWEEN 1st and 2nd YEARS</u>				
INAG 299A	Agricultural Practicum	<b>1</b>	_____	
<u>2nd YEAR, FALL SEMESTER</u>				
INAG 201	Agricultural Human Resources Management	3	_____	
INAG 203	Agricultural Finance	3	_____	
INAG 253	Agricultural Strategic Communication	3	_____	
INAG 299B †	Internship	3	_____	
Approved Elective(s)		<u>3-4</u>	_____	
		<b>15-16</b>		
<u>2nd YEAR, SPRING SEMESTER</u>				
INAG 204	Agricultural Business Management	3	_____	
INAG 206	Agricultural Business Law	3	_____	
INAG 132/252	Ag Leadership & Teamwork/ Ag Public Relations	3	_____	
Approved Elective(s)		<u>3-5</u>	_____	
		<b>12-14</b>		
<b>TOTAL CREDITS</b>		<b>60</b>		

### Partial List of Approved Electives

F	INAG 123	People, Planet, and Profit: Digging Into Sustainable Agriculture	3	_____
S/even years	INAG 205	Analyzing Alternative Enterprises	3	_____
S/odd years	INAG 213	Crop Production Practices	3	_____
S	AREC 240	Introduction to Economics and the Environment	4	_____
F/S	ECON 200	Principles of Micro-Economics	4	_____
F/S	ECON 201	Principles of Macro-Economics	4	_____
F/S	JOUR 150	Introduction to Mass Communication	3	_____

Other INAG, ANSC, ENST, AREC, PLSC 100 and 200-level courses with advisor approval

† Prerequisite