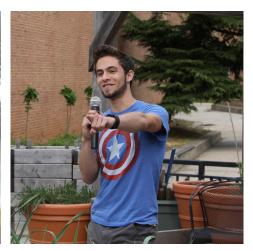


# **Agricultural Leadership and Communication**







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

# The Institute of Applied Agriculture (IAA) is a 60-credit academic certificate

(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** 

Jull Hall, Room 2123 4196 Stadium Drive College Park, MD 20742

TEL 301.405.4686 • FAX 301.314.9343 iaa-request@umd.edu iaa.umd.edu

#### Join the Conversation:

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### 2-YEAR PLAN FOR AGRICULTURAL LEADERSHIP AND COMMUNICATION

1st YEAR, FALL SEMESTER			<b>Credit Hour</b>	<u>s</u>	
ANSC 101/103	B Princi	ples of Animal Science - Lecture/Lab	3/1 OR		
PLSC 101	Introd	uctory Crop Science	4 OR		
INAG 100	Introd	uction to Plant Science	4 OR		
PLSC 100	Introd	uction to Horticulture	4 OR		
NFSC 100	Eleme	ents of Nutrition	3 OR		
NFSC 112	Food:	Science and Technology	3		
INAG 102	-	ultural Entrepreneurship	3 OR		
ENES 140		vering New Ventures	3		
INAG 103	_	ultural Marketing	3		
ENGL 101		emic Writing	3		
Approved Elec	Approved Elective(s)		<u>3-4</u>		
			15-16		
1st YEAR, SPRING SEMESTER					
INAG 104	•	ultural Mathematics (or MATH)	3		
INAG 105		and Fertilizers	3		
INAG 110		Communication	3		
INAG 131		o Ag Policy & Communication	3		
INAG 132/252	Ag Le	adership & Teamwork/ Ag Public Relations	<u>3</u>		
			15		
SUMMER, BETWEEN 1st and 2nd YEARS					
INAG 299A	Agric	ultural Practicum	1		
2.1	VEAD BALL	CEMECTER			
<b>2nd YEAR, FALL SEMESTER</b> INAG 201 Agricultural Human Resources Management 3					
	$\varepsilon$		3		
INAG 203	Agricultural Finance		3		
INAG 253	e e		3		
INAG 299B † Internship 3					
			<u>3-4</u>		
15-16 2nd YEAR, SPRING SEMESTER					
INAG 204 Agricultural Business Management 3					
INAG 204 INAG 206	•	ultural Business Law	3		
INAG 200 INAG 132/252	-	adership & Teamwork/ Ag Public Relations	3		<del></del>
					<del></del>
Approved Elec	1146(8)		3-5 12-14		<del></del>
		TOTAL CREDITS	60		
Partial List of Approved Electives					
F	INAG 123	People, Planet, and Profit: Digging Into Sustainable A	\ aricultura	3	
-	S/even years INAG 205 Analyzing Alternative Enterprises			3	
S/odd years	INAG 213	3 &		3	
S	AREC 240 Introduction to Economics and the En		ironment	4	
F/S			Homment	4	
F/S	•			4	
F/S				3	<del></del>
Other INAG, ANSC, ENST, AREC, PLSC 100 and 200-level courses with advisor ap					<del></del>
† Prerequisite					
1 rerequisite					