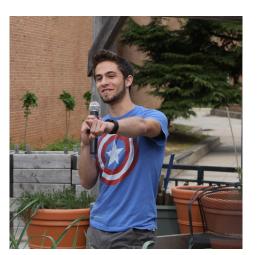
Agricultural Leadership and Communication







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 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		Credit Ho	<u>urs</u>	
ANSC 101/103	Principles of Animal Science - Lecture/Lab	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>		
		15-16		
1st YEAR, SPRING SEMESTER				
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 PR	<u>3</u>		
		15		
SUMMER, BETWEEN 1st and 2nd YEARS				
INAG 288	Internship	1		
2nd YEAR, FALL		_		
INAG 201	Agricultural Human Resources Management	3		
INAG 203	Agricultural Finance	3		
INAG 253	Agricultural Strategic Communication	3		
INAG 289 †	Internship Experience & Prof Development	3		
Approved Elective(s)		<u>3-4</u>		
A 1775.43	A CORDING OF MICEER	15-16		
2nd YEAR, SPRING SEMESTER DIAC 204		2		
INAG 204	Agricultural Business Management	3		
INAG 206	Agricultural Business Law	3		
INAG 132/252	Ag Leadership & Teamwork/ Ag PR	3		
Approved Elective(s)		<u>3-5</u>		
	TOTAL CREDITS	12-14		
Partial List of Appr		60		
	G 123 People, Planet, and Profit: Digging Into Sustainable	A arrigultura	3	
	G 205 Analyzing Alternative Enterprises	Agriculture	3	
•	G 213 Crop Production Practices		3	
<u> </u>	Introduction to Economics and the Env	ironment	4	
	N 200 Principles of Micro-Economics	momment	4	
	N 201 Principles of Macro-Economics 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				
	ENST, AREC, FLSC 100 and 200-level courses w	iui auvisor aj	provai	
† Prerequisite			7	T 1 , 10