



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:

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Join the Conversation:

- IAAumd
- IAA_umd
- IAA_umd

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>	_____
		15-16	

<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 PR	<u>3</u>	_____
		15	

<u>SUMMER, BETWEEN 1st and 2nd YEARS</u>			
INAG 288	Internship	1	_____

<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 289 +	Internship Experience & Prof Development	3	_____
Approved Elective(s)		<u>3-4</u>	_____
		15-16	

<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 PR	3	_____
Approved Elective(s)		<u>3-5</u>	_____
		12-14	
TOTAL CREDITS		60	

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*