



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** track.

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
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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 112/113 | Introductory Crop Science | 3/1 OR | _____ |
| INAG 100 | Introduction to Plant Science | 4 OR | _____ |
| PLSC 110/111 | Introduction to Horticulture | 3/1 OR | _____ |
| NFSC 100 | Elements of Nutrition | 3 OR | _____ |
| NFSC 112 | Food: Science and Technology | 3 | _____ |
| INAG 103 | Agricultural Marketing | 3 | _____ |
| ENGL 101 ¹ | Academic Writing | 3 | _____ |
| INAG ____ ² | _____ | 3 | _____ |
| Approved Elective(s)* | | <u>3-4</u> | _____ |
| | | 15-16 | |
| <u>1st YEAR, SPRING SEMESTER</u> | | | |
| INAG 104 | Agricultural Mathematics | 3 OR | _____ |
| MATH 113 ¹ | College Algebra and Trigonometry | 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 253 | Agricultural Strategic Communication | 3 | _____ |
| INAG 289 † | Internship Experience & Prof Development | 3 | _____ |
| INAG ____ ² | _____ | 3 | _____ |
| Approved Elective(s)* | | <u>6</u> | _____ |
| | | 15 | |
| <u>2nd YEAR, SPRING SEMESTER</u> | | | |
| INAG ____ ² | _____ | 3 | _____ |
| INAG 206 | Agricultural Business Law | 3 | _____ |
| INAG 132/252 | Ag Leadership & Teamwork/ Ag PR | 3 | _____ |
| Approved Elective(s)* | | <u>6</u> | _____ |
| | | 15 | |
| TOTAL CREDITS | | 60 | |

† Prerequisite/Co-requisite

¹ At least a C- grade is required in order to transfer into the 4-year program.

² INAG business course—leadership and communication students must take INAG 103 and three additional business courses from the following options: INAG 102; INAG 201; INAG 203; INAG 204; INAG 205; INAG 206.

* Advisor-approved elective. Please see the List of Electives in the IAA Student Handbook or consult your advisor for options.

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