



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:

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Join the Conversation:

- IAAumd
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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	_____ (INAG business)	3
INAG 131/even	Intro to Ag Policy & Communication	3 OR
_____ ⁴	_____ (restricted elective)	3-4
		15-16

<u>1st YEAR, SPRING SEMESTER</u>		
INAG 104	Quantitative Applications in Agriculture	3 OR
MATH 113 ¹	College Algebra and Trigonometry	3
INAG 105	Soils and Fertilizers	3
INAG 110	Oral Communication	3
INAG 132/odd	Agricultural Leadership & Teamwork	3 OR
INAG252/even	Agricultural Public Relations	3
_____ ⁴	_____ (restricted elective)	3-4
		15

SUMMER, BETWEEN 1st and 2nd YEARS

INAG 288	Internship	1
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2nd YEAR, FALL SEMESTER

INAG 253	Agricultural Strategic Communication	3
INAG 131/even	Intro to Ag Policy & Communication	3 OR
_____ ⁴	_____ (restricted elective)	3
INAG 289 †	Internship Experience & Prof Development	3
INAG ___ ²	_____ (INAG business)	3
_____ ³	_____	3
		15

2nd YEAR, SPRING SEMESTER

INAG ___ ²	_____ (INAG business)	3
INAG 206	Agricultural Business Law	3
INAG 132/odd	Agricultural Leadership & Teamwork	3 OR
INAG252/even	Agricultural Public Relations	3
_____ ³	_____	3
_____ ³	_____	2-3
		13-14
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.

³ Advisor-approved elective. Please see the List of Electives in the IAA Student Handbook or consult your advisor for options.

⁴ Restricted communication/leadership elective. Choose any one of the following: INAG 253; JOUR 150; JOUR 175; JOUR 282; JOUR 289i; COMM 230; ENGL 146; ENGL 294. A different communication- or leadership-related course may be substituted with the permission of the advisor.