



University Council

April 12, 2024

UNIVERSITY CURRICULUM COMMITTEE – 2023-2024

Susan Sanchez, Chair

Agricultural and Environmental Sciences – Kylee Duberstein

Arts and Sciences – Jonathan Haddad (Arts)

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Business – Karen Aguar

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Education – Amy Murphy

Engineering – Kun Yao

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Journalism and Mass Communication – Yan Jin

Law – Joe Miller

Pharmacy – Michelle McElhannon

Public and International Affairs – Rongbin Han

Public Health – Tamora Callands

Social Work – Harold Briggs

Veterinary Medicine – Shannon Hostetter

Graduate School – Rodney Mauricio

Ex-Officio – Provost S. Jack Hu

Undergraduate Student Representative – Gabriella Lewis

Graduate Student Representative – Kelsey Wohlford

Dear Colleagues:

The attached proposal from the College of Agricultural and Environmental Sciences to change the name of the major in Agricultural Communication (B.S.A.) to Agricultural and Environmental Science Communication (B.S.A.) will be an agenda item for the April 19, 2024, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

cc: Provost S. Jack Hu

Dr. Marisa Pagnattaro

## PROPOSAL FOR ACADEMIC UNIT NAME CHANGE

**Date:** February 7, 2024

**Department/Division:** Agricultural Leadership, Education, and Communication

**School/College/Unit:** College of Agricultural and Environmental Sciences

**Proposed Effective Date:** Fall 2025

### NAME CHANGE:

**Current Name:** Agricultural Communication (B.S.A.)

**Proposed Name:** Agricultural and Environmental Science Communication (B.S.A.)

### JUSTIFICATION:

The Department of Agricultural Leadership, Education, and Communication (ALEC) proposes a name change to the major in Agricultural Communication (B.S.A.). In working with the ALEC Advisory Board and others, it has been brought to the department's attention there is a need to be more inclusive and transparent in the types of industries this major prepares graduates to enter; therefore, the new proposed major name would be Agricultural and Environmental Science Communication (B.S.A.).

The curriculum already highlights the importance of both agricultural and environmental sciences. Each of the ten courses in the program utilize the naming nomenclature "agricultural and environmental sciences," such as AGCM 3400W, Writing for Agricultural and Environmental Sciences. The proposed major name would be more transparent for students and stakeholders to identify how graduates of the program are uniquely trained to positively engage in these industry sectors.

Based on the approved names of courses offered within the program, the proposed name does not infringe upon any other programs currently offered at UGA. The AESC prefix is already used within the College of Agricultural and Environmental Sciences; therefore, there is no proposed prefix changes for this major name change.

The department looks forward to being able to promote this program in recruiting efforts for the College of Agricultural and Environmental Sciences (CAES) and working toward the college's strategic goals to increase student enrollment. Faculty also are excited about how this proposed name change can positively impact students' preparation to effectively communicate about the complex sciences emerging from the elite researchers at CAES and UGA.

## **Agricultural Communication - B.S.A.**

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### **Required Courses (39 hours)**

(Grade of "C" (2.0) or better required for the following courses.)

Required Courses (21 hours):

- [AGCM 3400W](#) - Writing for Agricultural and Environmental Sciences (3 hours)
- [AGCM 3810](#) - Photography and Videography in Agricultural and Environmental Sciences (3 hours)
- [AGCM 3830](#) - Advertising and Digital Design for Agricultural Communication (3 hours)
- [AGCM 3910](#) - Internship in Agricultural and Environmental Science Communication (3 hours)
- [AGCM 4200S](#) - Digital Engagement Strategies in Agricultural and Environmental Sciences (3 hours)
- [AGCM 4300S](#) - Culture-Centered Communication and Engagement (3 hours)
- [AGCM 5500](#) - Capstone Experience in Agricultural and Environmental Science Communication (3 hours)

Journalism Courses (6 hours)

Select two (2) courses from the following prefixes: [ADPR](#), [COMM](#), [EMST](#), [JOUR](#), [NMIX](#)

Policy Courses - (3 hours)

Select one (1) course from the following:

- [AAEC 3040](#) - Agribusiness Marketing (3 hours)
- [AAEC 3100](#) - Food and Fiber Marketing (3 hours)
- [AAEC 3400](#) - Introduction to Agricultural Policy (3 hours)
- [AAEC 4050/6050](#) - Agribusiness Law (3 hours)
- [AAEC\(FDST\) 4051E/6051E](#) - Food Law and Regulation (3 hours)
- [ENVM\(AAEC\) 4930E/6930E](#) - Environmental Law and Governmental Regulation (3 hours)

ALEC Courses - (9 hours)

Select three (3) courses numbered 3000-5999 from the following prefixes: [AGCM](#), [AGED](#), [ALDR](#)

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### **Major Electives (18 hours)**

Choose 18 hours of courses 2000-level or above from the

following: [AAEC](#), [ADSC](#), [ADPR](#), [AESC](#), [AGCM](#), [AGED](#), [ALDR](#), [APTC](#), [BTEC](#), [COMM](#), [CRSS](#), [EETH](#), [EMST](#), [ENGR](#), [ENTO](#), [ENVM](#), [FANR](#), [FDST](#), [HFIM](#), [HORT](#), [JOUR](#), [NMIX](#), [NUTR](#), [PATH](#), [PPIO](#), [POUL](#), [RBIO](#)

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### **General Electives (3 hours)**

Any level

## Documentation of Approval and Notification

**Proposal:** Change the name of the major in Agricultural Communication (B.S.A.) to Agricultural and Environmental Science Communication (B.S.A.)

**College:** College of Agricultural and Environmental Sciences

**Department:** Agricultural Leadership, Education, and Communication

**Proposed Effective Term:** Fall 2025

School/College:

- Agricultural Leadership, Education, and Communication Department Head, Dr. Jennifer Waldeck, 2/7/24
- College of Agricultural and Environmental Sciences Dean, Dr. Nick Place, 3/13/24