



Agricultural Communications

Understand the components of strategic communication plans

- Assess audience needs
- Practice conducting SWOT analyses
- Design research-based communications

Know how to synthesize technical and scientific information in the fields of food, agriculture, and the environment

- Demonstrate in-depth technical knowledge in a technical field (food, agriculture, or environment)
- Identify new communication messages within a specific discipline
- Illustrate integrating technical content with appropriate communication strategies

Become familiar with emerging communication technologies for domestic and international environments

- Apply appropriate technology tools in particular situations
- Demonstrate knowledge of contemporary emerging technology

Understand the meaning of professionalism

- Create communication artifacts that reflect professional standards
- Analyze and resolve ethical dilemmas in agricultural communication
- Demonstrate ability to meet deadlines

Become familiar with effective written, verbal, and visual communication

- Design visual communication that is creative and aesthetically pleasing
- Create effective oral arguments or rationale to support a position
- Demonstrate the ability to write effectively for different purposes

Agricultural Communication, Education, and Leadership



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES