



Agricultural Communication

Become familiar with the basic components of effective written, oral, and visual communication

- Assess audience needs based upon demographics and speaking situations
- Design research-based communications
- Create the effective oral arguments to support a position
- Demonstrate the ability to write effectively for different purposes

Understand and apply fundamental marketing and sales principles as applied to agricultural commerce

- Prepare a marketing plan for a product/service used in agricultural commerce
- Explain the elements of an agricultural company's marketing mix

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



Arts and Science and Business Technologies



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES