

# AGRICULTURAL EDUCATION AND COMMUNICATION

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Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<https://one.ufl.edu/soc/>)

*Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.*

## Department Information

The UF/IFAS Department of Agricultural Education and Communication is a group of faculty, staff and students committed to connecting people with agriculture and natural resources through agricultural communication, education, leadership development and Extension education.

More Info (<https://aec.ifas.ufl.edu/>)

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Map (<http://campusmap.ufl.edu/#/index/0012>)

### Curriculum

- Agricultural and Natural Resource Communication Minor
- Agricultural Curriculum and Development Minor
- Agricultural Curriculum and Development Minor UF Online
- Agricultural Education and Communication
- Combination Degrees
- Extension Education Minor
- Leadership Minor

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## Courses

### AEB 2810 People and Big Data 3 Credits

**Grading Scheme:** Letter Grade

Introduces the uses of big data in the social sciences as well as the theories, methods, and skills needed for considering the uses and social implications of big data in society. Also introduces the basic approaches, methods, and ethical concerns in understanding the uses (and misuses) of big data by drawing on traditional and applied social science disciplines. Discussion and reading cover examples of social processes at the macro-level (structures, policies), meso-level (institutions, business), and micro-level of individual perceptions and behaviors. Examine the human implications of the big data revolution: how algorithms and massive data sets enable social networks and improve society while exposing private lives to strangers and reshape the social compact. Includes analyzing how big data is currently being utilized to track and provide insight for solution generation on pressing issues such as the United Nations' 17 Sustainable Development Goals.

**Attributes:** Quest 2, General Education - Social Science

### AEC 3030C Effective Oral Communication 3 Credits

**Grading Scheme:** Letter Grade

Strategies and techniques for effective presentations in the food, agricultural, and natural resource professions. Emphasizes oral and visual techniques for formal and informal situations, including leadership and group settings.

**Prerequisite:** Sophomore standing or higher.

### AEC 3033C Research and Business Writing in Agricultural and Life Sciences 3 Credits

**Grading Scheme:** Letter Grade

Establishes the importance of effective communication to success in both the educational and professional environments; emphasizes writing as a primary form of communication; examines the elements of effective written communication in organizational and scholarly areas; and explores the causes of ineffective writing and ways to correct them. (WR)

**Prerequisite:** Junior standing or higher.

**Attributes:** Satisfies 6000 Words of Writing Requirement

**AEC 3043 Communication and Leadership for Agricultural and Life Sciences Policy Issues 3 Credits**

**Grading Scheme:** Letter Grade

Teaches about major policy issues in Agricultural and Life Sciences (ALS) by exposing a variety of methods used to effectively communicate, inform, and influence decisions about these issues. All discussions and activities involve “real world” practices.

**Prerequisite:** Sophomore standing or higher.

**AEC 3065 Issues in Agricultural and Life Sciences 3 Credits**

**Grading Scheme:** Letter Grade

Methods used to effectively communicate, inform, and influence policy decisions about agricultural and life sciences issues.

**Prerequisite:** Sophomore standing or higher.

**AEC 3070C Digital Media Production in Agricultural and Life Sciences 3 Credits**

**Grading Scheme:** Letter Grade

Introduces the history and incorporation of electronic media used in agricultural and natural resources sciences. Emphasizes hands-on learning of electronic media technology as it relates to agriculture.

**Prerequisite:** Sophomore standing or higher.

**AEC 3071 Social Media Strategy and Leadership for Agricultural and Life Sciences 3 Credits**

**Grading Scheme:** Letter Grade

Learn how, when, and why to use various social media tools. Also learn to measure the effectiveness of these tools in reaching audiences with agricultural and life science messages.

**Prerequisite:** Sophomore standing or higher.

**AEC 3073 Intercultural Communication 3 Credits**

**Grading Scheme:** Letter Grade

Basic culturally coded communication behaviors, such as cultural values and beliefs, attitudes and verbal and non-verbal behavior, are examined to identify basic differences among individuals from diverse cultural backgrounds. Special emphasis on cultural communication issues in the agricultural and natural resources sciences are addressed. (N)

**Prerequisite:** Sophomore standing or higher.

**Attributes:** General Education - International

**AEC 3209 Instructional and Event Planning in Agricultural and Life Sciences 3 Credits**

**Grading Scheme:** Letter Grade

Instructional methodology that focuses on the selection and use of innovative teaching, presentation, meeting planning, and evaluation strategies for teaching agricultural subjects in various educational settings.

**Prerequisite:** Sophomore standing or higher.

**AEC 3313 Development and Role of Extension Education 3 Credits**

**Grading Scheme:** Letter Grade

Extension philosophy, programs, methods, and leadership principles, and history of federal, state, and local leadership in the development of the cooperative extension service.

**Prerequisite:** Sophomore standing or higher.

**AEC 3322 Moral Leadership in Agriculture and Natural Resources 3 Credits**

**Grading Scheme:** Letter Grade

Explores ethical and moral foundations for organizational and personal practice within the context of agriculture, natural resources, and beyond; gain a greater understanding for the intersection between morality and ethics, effective decision-making, and applied organizational ethics.

**Prerequisite:** Junior standing or higher.

**AEC 3410 Fostering Innovation through Leadership 3 Credits**

**Grading Scheme:** Letter Grade

By studying key leadership theories and models students will develop the basic skills and knowledge necessary to move an innovation from creation to implementation. Using specifically designed experiences, students will be able to think critically about leadership's direct application to innovation and change.

**Corequisite:** Enrollment in the Innovation Academy.

**AEC 3413 Working with People: Interpersonal Leadership Skills 3 Credits**

**Grading Scheme:** Letter Grade

Identifies and defines leadership in terms of intrapersonal and interpersonal skills.

**Prerequisite:** Sophomore standing or higher.

**AEC 3414 Leadership Development 3 Credits**

**Grading Scheme:** Letter Grade

An understanding of the dynamic interactions of personal characteristics, technical skills, interpersonal influence, commitment, goals, and power necessary for effective organizational leader and follower behaviors.

**Prerequisite:** Sophomore standing or higher.

**AEC 4031 The Communication Process in Agricultural and Life Sciences 3 Credits****Grading Scheme:** Letter Grade

Survey of basic communication concepts as they apply to agriculture and natural resource industries.

**Prerequisite:** Junior standing or higher.**Attributes:** Satisfies 6000 Words of Writing Requirement**AEC 4035 Communication Practices for Agricultural and Life Sciences 3 Credits****Grading Scheme:** Letter Grade

This course provides students the opportunity to master a variety of writing styles used in corporate and mass media settings. Emphasis is placed on mastery of writing skills. (WR)

**Prerequisite:** AEC 3070C and (AEC 4031 or JOU 3101) with minimum grades of C.**AEC 4036 Advanced Agricultural Communication Production 3 Credits****Grading Scheme:** Letter Grade

Provides directed experience in the following areas of agricultural communication: video production, graphic design, visual composition, desktop publishing and multimedia development.

**Prerequisite:** AEC 3070C.**AEC 4052 Communication Campaign Strategies in Agricultural and Life Sciences 3 Credits****Grading Scheme:** Letter Grade

Examines the role of communication in agriculture, focusing on strategies and methods for agricultural information transfer.

**Prerequisite:** AEC 4031 with a minimum grade of C.**AEC 4200 Teaching Methods in Agricultural Education 3 Credits****Grading Scheme:** Letter Grade

Focuses on the selection and use of teaching strategies, methods/ approaches and techniques; evaluating learning; managing learning environments; and classroom management for teaching agricultural subjects in formal educational settings.

**Prerequisite:** AEC 4323 and AEC 4228.**AEC 4202 Curriculum Development and Assessment Techniques in Emerging Agricultural Technologies 3 Credits****Grading Scheme:** Letter Grade

Introduces new and emerging areas in food agriculture and natural resource sciences. Emphasizes appropriate teaching techniques, curricula, and resources.

**Prerequisite:** AEC 4200.**AEC 4224 Special Methods in Teaching Agricultural Education 3 Credits****Grading Scheme:** Letter Grade

Emphasizes supervised agricultural experience programs, record keeping, and related FFA awards. Classroom management techniques, discipline and liability issues are also discussed.

**Prerequisite:** AEC 4202.**AEC 4228 Laboratory Practices in Teaching Agricultural Education 3 Credits****Grading Scheme:** Letter Grade

Laboratory practices in teaching mechanics and other operative skills, conducting field and laboratory classes and providing space and teaching facilities.

**Prerequisite:** Junior standing or higher.**AEC 4323 Development and Philosophy of Agricultural Education 3 Credits****Grading Scheme:** Letter Grade

Analyzes evolving concepts and philosophies of agricultural education programs by emphasizing the history, legislation, and principles underlying organization and practice.

**Prerequisite:** Junior standing or higher.**AEC 4417 Leadership for Personal and Organizational Change 3 Credits****Grading Scheme:** Letter Grade

To prepare students for addressing complex personal and organizational issues related to leading change.

**Prerequisite:** AEC 3414.**AEC 4434 Communication and Leadership in Groups and Teams 3 Credits****Grading Scheme:** Letter Grade

Focuses on leadership and communication in groups and teams. Topics include what makes effective groups and teams, processes of groups and teams, relationships of members, and improving group/team performance.

**Prerequisite:** Junior standing or higher.

**AEC 4465 Global Leadership 3 Credits**

**Grading Scheme:** Letter Grade

Integrated, practical, and dynamic framework for students to develop global literacy and leadership competencies.

**Prerequisite:** AEC 3413 or AEC 3414.

**Attributes:** General Education - International

**AEC 4500 Program Development and Evaluation 3 Credits**

**Grading Scheme:** Letter Grade

In-depth analysis of the development and evaluation of human and community resource programs based on programming theories, concepts, and research. Emphasizes dimensions of responsive communities, determination of community needs, and goals.

**Prerequisite:** Junior standing or higher.

**AEC 4504 Curriculum and Program Planning for Agricultural Education 3 Credits**

**Grading Scheme:** Letter Grade

Principles and practices used in designing courses of instruction for effective teaching and total program development.

**Prerequisite:** Junior standing or higher.

**AEC 4900 Supervised Extension in Agricultural Education and Communication 0-3 Credits**

**Grading Scheme:** S/U

Firsthand, authentic extension experiences in agricultural education and communication under the supervision of a faculty member. Projects may involve program planning, development, implementation, and evaluation.

**Prerequisite:** Junior standing or higher.

**AEC 4905 Individual Study 1-5 Credits**

**Grading Scheme:** Letter Grade

Topics and special problems selected from fields such as 4-H and FFA work, demonstrations, farm and home management, rural development, pre-school planning and post-school evaluation and planning.

**Prerequisite:** instructor permission.

**AEC 4911 Supervised Research in Agricultural Education and Communication 0-3 Credits**

**Grading Scheme:** S/U

Firsthand, authentic research in Agricultural Education and Communication under the supervision of a faculty member. Projects may involve inquiry, design, investigation, scholarship, discovery, or application.

**Prerequisite:** Junior standing or higher.

**AEC 4915 Honors Thesis Research in Agricultural Education and Communication 0-3 Credits**

**Grading Scheme:** S/U

Independent research in Agricultural Education and Communication leading to an honors thesis. Student will be mentored by a faculty member.

Projects may involve inquiry, design, investigation, scholarship, discovery or application.

**Prerequisite:** junior standing, upper division GPA of 3.75 or higher and completed honors thesis proposal on file.

**AEC 4930 Communication and Leadership Development Capstone Experience 1 Credit**

**Grading Scheme:** Letter Grade

Integrates content and skills that communication and leadership development students have learned in their prerequisite courses.

**Prerequisite:** AEC 4031 and AEC 3070C and AEC 3413 and AEC 3414;

**Corequisite:** Senior standing.

**AEC 4932 Special Topics in Agricultural Education and Communication 1-3 Credits**

**Grading Scheme:** Letter Grade

Special topics in Agricultural Education and Communication.

**Prerequisite:** Sophomore standing or higher.

**AEC 4941 Agricultural Education Internship 1-9 Credits**

**Grading Scheme:** Letter Grade

Practical experience in agricultural training and development through agricultural education organizations, agribusiness and natural resources education, and/or agricultural and outreach programming.

**Prerequisite:** junior or senior standing; AEC or TCH major.

**AEC 4942 Agricultural Education Internship 6-9 Credits**

**Grading Scheme:** Letter Grade

Individual capstone internship within a school-based setting where students observe, participate in, and lead educational instruction, curricula development, assessment of school-based student learning, supervision, and assist in advising a student leadership organization.

**Prerequisite:** senior standing and successful completion of all three portions of the Florida Teacher Certification Examination (FTCE) - General Knowledge, Professional Education and Agriculture 6-12.

**AEC 4943 Leadership Development Internship 2-6 Credits****Grading Scheme:** Letter Grade

An individual program whereby students are apprenticed to officials to gain practical experience in agricultural organizations, industry and/or the county extension program.

**Prerequisite:** 15 credits of communication and leadership courses with no grade below C. Nine credits must include AEC 3070C, AEC 4031, and AEC 3413 or AEC 4434.

**AEC 4944 Cooperative Extension Internship 4-6 Credits****Grading Scheme:** Letter Grade

The cooperative extension internship provides students the opportunity to develop practical on-the-job supervised experience in cooperative extension, primarily at the county level.

**Prerequisite:** senior standing, AEC 3313; minimum 2.0 GPA.

**AEC 4946 Comm and Lead Dev Internship 2-6 Credits****Grading Scheme:** Letter Grade

An individual program whereby students are apprenticed to officials to gain practical experience in agricultural organizations, industry, extension, reporting, writing, editing, photography, graphics, broadcasting, advertising or public relations.

**Prerequisite:** AEC 3070C with minimum grade of C and AEC 3414 with minimum grade of C, or AEC 3413 with minimum grade of C and AEC 4031 with minimum grade of C.

**AEC 4948 Agricultural Communication Internship 2-6 Credits****Grading Scheme:** Letter Grade

An individual program whereby students gain supervised experience in agricultural communications including reporting, writing, editing, photography, graphics, broadcasting, advertising or public relations.

**Prerequisite:** 15 credits of communication and leadership courses with no grade below C. Nine credits must include AEC 3070C, AEC 4031, and AEC 3413 or AEC 4434.

**ALS 2410 Challenge 2050: Global Uncertainty 3 Credits****Grading Scheme:** Letter Grade

Explores questions in human well-being and sustainability building a foundation for addressing global challenges associated with global population. Transdisciplinary experts lead diverse and innovative discussions, complex adaptive problem solving; and the integration of economic, environmental, food, health, and social system perspectives.

**Prerequisite:** arrange with advisor and department permission.

**ALS 3415 Challenge 2050: Developing Tools for Changing the World 3 Credits****Grading Scheme:** Letter Grade

The global population is projected to exceed 9 billion by the year 2050. Challenge 2050 requires innovative development of transdisciplinary solutions to complex, global issues. This course explores individual and team-based skills, competencies, and dispositions necessary to addressing the complex adaptive issues surrounding the challenge.

**Prerequisite:** ALS 2410.

**ALS 3940 Challenge 2050: the Experience 3 Credits****Grading Scheme:** Letter Grade

Emphasizes trust building, accompaniment, and community development experiences within developing global contexts. Uses immersion experience to gain an understanding for concerns relating to population fluctuation, including issues related to economics, environment, food, health, and social systems. International immersion facilitates applying sustainable practices in developing areas.

**Prerequisite:** ALS 2410.

**ALS 4419 Challenge 2050: Creating Solutions 1 Credit****Grading Scheme:** Letter Grade

Through this capstone experience course, students demonstrate and apply knowledge, skills, and dispositions in assigned transdisciplinary teams. Students complete a comprehensive proposal for a developmental initiative focused on addressing the 2050 Challenge of sustaining a global population.

**Prerequisite:** ALS 2410.

**ALS 4932 Special Topics 1-3 Credits****Grading Scheme:** Letter Grade

Variable subjects provide content for the study of agricultural topics not offered in other courses.

**Prerequisite:** Instructor permission.

**ALS 4950 Challenge 2050: Taking Action 2-6 Credits****Grading Scheme:** Letter Grade

Through supervised practical training, in conjunction with academic assignments at professional organizations, the Taking Action internship provides the opportunity to professionally examine and engage the global challenges associated with Challenge 2050.

**Prerequisite:** maintain GPA of 3.0, must be in good standing and must have completed the Challenge 2050 Global Challenge certificate with 3.0 average.

