

AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION UNDERGRADUATE MAJOR (BA, HBA, BS, HBS)

This program is available at the following location:

- Corvallis

Agricultural and Natural Resources Communication is the art and science of translating complex agricultural and natural resources topics into compelling messages for diverse audiences. Students in this major learn to craft stories, create media, and develop strategies that connect farmers, scientists, policymakers, and the public—helping communities understand and engage with the issues that shape our food systems, environment, and natural resources.

This program is designed for students who are curious, creative, and passionate about both agriculture/natural resources and communication. Whether you love writing, social media, or creating media, ANRC provides the tools to turn your ideas into impactful messages. Students gain hands-on experience working on real-world projects, collaborating with industry partners, and exploring the intersection of agriculture and natural resources sciences, society, and storytelling.

Graduates of ANRC are prepared for dynamic communication careers across the agriculture and natural resources sectors. Opportunities include roles in ag/nr media outlets, public relations, marketing, social media management, policy advocacy, journalism, Extension, and community outreach, to name a few. Students can also use this major to become a communication consultant and help market their agricultural products or to help prepare them for graduate school. This major equips students to inform, inspire, and influence the conversations that shape the future of agriculture and natural resources.

Major Code: A076

Upon successful completion of the program, students will be able to:

- Interpret complex agricultural and natural resources concepts to craft and deliver messages tailored to various audiences and communication channels.
- Apply strategic communication awareness of emerging issues in agriculture and natural resources, and apply strategic communication to real-world issues.
- Evaluate accessible, ethical, inclusive, and culturally competent communication content creation and modality use for agriculture and natural resources.
- Analyze and modify communication objectives using appropriate ANRC theories, frameworks, and insights from practice to analyze and modify communication for ag/nr objectives.
- Develop employability skills that exhibit professionalism and collaboration for Agricultural and Natural Resources Contexts.
- Create a portfolio and other communication products that demonstrate technical mastery and integrate industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Students must receive a grade of C- or better in all courses required for the major.

Code	Title	Credits
Required Core		
AG 111	INFORMATION TECHNOLOGY IN AGRICULTURE	3
AG 311	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE	3
or FW 350	+*ENDANGERED SPECIES & SOCIETY	
AG 421	*WRITING IN AGRICULTURE	3-4
or WR 462	*ENVIRONMENTAL WRITING	
AGCM 210	EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES	3
AGCM 250	+ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA	3
AGCM 300	DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES	3
AGCM 351	COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES	3
AGCM 364	PROFESSIONAL DEVELOPMENT FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATION	3
AGCM 390	+COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
AGCM 392	AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING	3
AGCM 444	COMMUNICATION STRATEGIES FOR AGRICULTURAL AND NATURAL RESOURCES	4
AGCM 445	SOCIAL MEDIA ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
AGCM 455	*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES	3
AGCM 465	AGRICULTURE & NATURAL RESOURCES COMMUNICATION CAPSTONE	2
AGCM 466	PACKING IT ALL IN: MAGAZINE DESIGN FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATIONS	4
LEAD 242	+PERSONAL LEADERSHIP DEVELOPMENT	2-3
or RNG 307	+LAND STEWARDSHIP CAREER SKILLS & BUILDING	
or SSCI 211	+CAREER EXPLORATION IN THE HUMANITIES AND SOCIAL SCIENCES	
Perspectives in Agriculture and Natural Resources		
Select a minimum of 9 credits from the following:		9
AG 201	+*INDIGENOUS ECOSYSTEM SCIENCES IN PACIFIC NORTHWEST REGIONS	
AG 311	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE	
AG 321	*WOMEN IN AGRICULTURE	
BOT 325	*INTERSECTIONS BETWEEN PLANTS AND HUMANITY	
FW 340	+*POWER AND JUSTICE IN U.S. NATURAL RESOURCE MANAGEMENT	
GEOG 241	+*TRANSFORMING ENVIRONMENTAL CONFLICTS	
SUS 331	+*SUSTAINABILITY, JUSTICE, AND ENGAGEMENT	
SUS 350	+*SUSTAINABLE COMMUNITIES	
Agricultural Science and Natural Resources Foundational Content		
Select 30 credits from the following, with a minimum of three courses in each category:		30
Agricultural Sciences		
AEC 221	AGRICULTURAL AND FOOD MARKETING	
AEC 250	+*INTRODUCTION TO ENVIRONMENTAL ECONOMICS AND POLICY	
AEC 253	*ENVIRONMENTAL LAW, POLICY, AND ECONOMICS	
AG 230	INTRODUCTION TO EXTENSION AND ENGAGEMENT	
AG 391	FARM IMPLEMENTS	
AG 412	AG SAFETY AND HEALTH	
AGCM 200	MOBILE AND DRONE PHOTOGRAPHY FOR VISUAL STORYTELLING IN AGRICULTURE AND NATURAL RESOURCES	
ANS 121	+*INTRODUCTION TO ANIMAL SCIENCES	

ANS 448	LIVESTOCK PRODUCTION ON PASTURE
BOT 101	+*BOTANY: A HUMAN CONCERN
BOT 220	+*INTRODUCTION TO PLANT BIOLOGY
BOT 301	*HUMAN IMPACTS ON ECOSYSTEMS
CROP 300	CROP PRODUCTION IN PACIFIC NORTHWEST AGROECOSYSTEMS
CROP 350	+*CHALLENGES IN WORLD FOOD PRODUCTION AND FOOD SECURITY
CROP 355	ORGANIC CERTIFICATION
CROP 414	PRECISION AGRICULTURE
CROP 430/SOIL 430	ORGANIC SOIL AND CROP MANAGEMENT
CROP 460	SEED PRODUCTION
ENT 300	+*PESTS, PLAGUES AND POLITICS
FST 251	INTRODUCTION TO WINES, BEERS, AND SPIRITS
FST 260	*FOOD SCIENCE AND TECHNOLOGY IN WESTERN CULTURE
HORT 260/ENT 330	ORGANIC FARMING AND GARDENING
HORT 330	+*PESTS, PLAGUES AND POLITICS
HORT 331/ENT 331	+*POLLINATORS IN PERIL
SOIL 205 & SOIL 206	SOIL SCIENCE and +*SOIL SCIENCE LABORATORY FOR SOIL 205
Natural Resources	
ANS 201	DOMESTIC ANIMAL SYSTEMS I
ANS 202	DOMESTIC ANIMAL SYSTEMS II
FES 240	+*FOREST BIOLOGY
FES 365	*ISSUES IN NATURAL RESOURCES CONSERVATION
FW 251	PRINCIPLES OF FISH AND WILDLIFE CONSERVATION
FW 312	SYSTEMATICS OF BIRDS
FW 324	+*FOOD FROM THE SEA
FW 325	+*WILDLIFE CONSERVATION IN A CHANGING WORLD
FW 350	+*ENDANGERED SPECIES & SOCIETY
FW 462	ECOSYSTEM SERVICES
GEOG 103	+*THE HUMAN PLANET
GEOG 104	+IT'S A DISASTER: NATURAL HAZARDS AND RISK REDUCTION
GEOG 202	+MAPS, MEDIA & COMMUNICATION
GEOG 241	+*TRANSFORMING ENVIRONMENTAL CONFLICTS
GEOG 340	*INTRODUCTION TO WATER SCIENCE AND POLICY
GEOG 350	+*GEOGRAPHIES OF RISK, VULNERABILITY, AND RESILIENCE
GEOG 453	EFFECTIVE COMMUNICATION OF ENVIRONMENTAL CHANGE SCIENCE
NR 201	+MANAGING NATURAL RESOURCES FOR THE FUTURE
NR 202	NATURAL RESOURCE PROBLEMS AND SOLUTIONS
NR 455	+NATURAL RESOURCE DECISION MAKING
TRAL 227	+OUTSIDE: SHARING YOUR OUTDOOR ORIGIN STORY
TRAL 353	NATURE, ECO, AND ADVENTURE TOURISM
TRAL 354	COMMUNITIES, NATURAL AREAS, AND SUSTAINABLE TOURISM
SUS 102	+*INTRODUCTION TO ENVIRONMENTAL SCIENCE AND SUSTAINABILITY
SUS 103	+*INTRODUCTION TO CLIMATE CHANGE
SUS 200	ORIENTATION TO SUSTAINABILITY
Social Science: Food, Culture, and Society Electives ¹	
Select 8-11 credits from the following: 8-11	
AJ 311	MEDIA STORYTELLING
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE
COMM 226	+INTERCULTURAL COMMUNICATION
COMM 320	INTRODUCTION TO RHETORICAL THEORY
COMM 324	COMMUNICATION IN ORGANIZATIONS
COMM 428	+COMMUNICATION OF CULTURAL IDENTITIES
HM 325	ONLINE MARKETING AND REPUTATION MANAGEMENT
OC 333	*OCEANS, COASTS, AND PEOPLE

MAST 300	SOCIETY, CULTURE, AND THE MARINE ENVIRONMENT
SOC 280	+INTRODUCTION TO ENVIRONMENT AND SOCIETY
SOC 371	SOCIAL MEDIA AND EVERYDAY LIFE
SOC 372	*POPULAR CULTURE
SOC 381	SOCIAL DIMENSIONS OF SUSTAINABILITY
WR 201	*WRITING FOR MEDIA
WR 250	*PODCAST STORYTELLING
WR 301	*PUBLISHING AND EDITING
WR 303	*WRITING FOR THE WEB
WR 314	+*WRITING IN BUSINESS
WR 323	+*ADVANCED WRITING & ARGUMENTATION
WR 330	*UNDERSTANDING GRAMMAR
WR 362	+*SCIENCE WRITING
WR 375	+WRITING IN THE NATURAL SCIENCES
WR 383	FOOD WRITING
WR 414	ADVERTISING AND PUBLIC RELATIONS WRITING
Data & Research Literacy ¹	
Select one course from the following: 3-4	
COMM 414	COMMUNICATION RESEARCH METHODS
DS 201	+INTRODUCTION TO DATA SCIENCE
ST 243Z	+ELEMENTARY STATISTICS I
ST 351	INTRODUCTION TO STATISTICAL METHODS
Experiential Learning ¹	
Select one course from the following: 1-3	
AGCM 410	INTERNSHIP
AGCM 401	RESEARCH
AGCM 449	CLIENT CONSULTING FOR AGRICULTURE & NATURAL RESOURCES
Remaining Core Ed, BA/BS Requirements, and Electives 73-81	
Total Credits 180	

- * Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025
- + Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond
- [^] Writing Intensive Curriculum (WIC) course
- ¹ AGCM 390 cannot count for the Core Education Seeking Solutions category
- ² The combined credits of Food, Culture, and Society Electives, Data & Research Literacy and Experiential Learning must equal a minimum of 15 credits. A minimum of one course must be selected in each section

Major Code: A076

Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.

Bachelor of Arts

First Year		
Fall		Credits
AG 111	INFORMATION TECHNOLOGY IN AGRICULTURE	3
AGCM 210	EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES	3
WR 121Z	+*COMPOSITION I	4
Language 111		4
Core Ed: Transitions		2
Credits		16

Winter		
AGCM 250	+ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA	3
Language 112		4
Core Ed: Social Science		3-4
Core Ed: Arts & Humanities General		3-4
Credits		15
Spring		
Language 113		4
Core Ed: Difference, Power & Oppression Foundations		3-4
Core Ed: Arts & Humanities Global		3-4
Core Ed: Quantitative Literacy & Analysis		4
Credits		14
Second Year		
Fall		
Food, Culture & Society Course		4
ASNR Foundational Content Course		4
Language 211		4
Core Ed: Writing Elevation		3-4
Credits		15
Winter		
Food, Culture & Society Course		3
ASNR Foundational Content Course		4
Language 212		4
Elective		3
Credits		14
Spring		
Food, Culture & Society Course		3
ASNR Foundational Content Course		4
ASNR Foundational Content Course		4
Language 213		4
Credits		15
Third Year		
Fall		
AGCM 351	COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES	3
AGCM 364	PROFESSIONAL DEVELOPMENT FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATION	3
AGCM 392	AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING	3
COMM 414	COMMUNICATION RESEARCH METHODS	3-4
or DS 201	or +INTRODUCTION TO DATA SCIENCE	
or ST 243Z	or +ELEMENTARY STATISTICS I	
or ST 351	or INTRODUCTION TO STATISTICAL METHODS	
Core Ed: Scientific Inquiry & Analysis		4
Credits		16
Winter		
AGCM 300	DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES	3
LEAD 242	+PERSONAL LEADERSHIP DEVELOPMENT	2-3
or RNG 307	or +LAND STEWARDSHIP CAREER SKILLS & BUILDING	
or SSCI 211	or +CAREER EXPLORATION IN THE HUMANITIES AND SOCIAL SCIENCES	
ASNR Foundational Content Course		3
Core Ed: Seeking Solutions		3-4
Core Ed: Scientific Inquiry & Analysis		4
Credits		16
Spring		
AG 421	*WRITING IN AGRICULTURE	3-4
or WR 462	or *ENVIRONMENTAL WRITING	
AGCM 444	COMMUNICATION STRATEGIES FOR AGRICULTURAL AND NATURAL RESOURCES	4
Perspectives in ANR Course		3

ASNR Foundational Content Course		4
Credits		14
Fourth Year		
Fall		
AGCM 390	+COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
Experiential Learning		1-3
ASNR Foundational Content Course		3
Perspectives in ANR Course		3
Perspectives in ANR Course		3
Elective		3
Credits		16
Winter		
AG 311	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE	3
or FW 350	or +*ENDANGERED SPECIES & SOCIETY	
AGCM 466	PACKING IT ALL IN: MAGAZINE DESIGN FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATIONS	4
ASNR Foundational Content Course		4
Elective		3
Credits		14
Spring		
AGCM 445	SOCIAL MEDIA ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
AGCM 455	*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES	3
AGCM 465	AGRICULTURE & NATURAL RESOURCES COMMUNICATION CAPSTONE	2
Elective		4
Elective		3
Credits		15
Total Credits		180

Bachelor of Science

First Year		
Fall		
AG 111	INFORMATION TECHNOLOGY IN AGRICULTURE	3
AGCM 210	EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES	3
WR 121Z	+*COMPOSITION I	4
Core Ed: Transitions		2
Core Ed: Scientific Inquiry & Analysis		4
Credits		16
Winter		
AGCM 250	+ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA	3
ASNR Foundational Content Course		3
Food, Culture & Society Course		4
Core Ed: Arts & Humanities General		3-4
Credits		14
Spring		
Perspectives in ANR Course		3
Food, Culture & Society Course		4
Core Ed: Quantitative Literacy & Analysis		4
Core Ed: Arts & Humanities Global		3-4
Credits		15
Second Year		
Fall		
AGCM 351	COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES	3
Core Ed: Writing Elevation		3-4
Core Ed: Difference, Power & Oppression Foundations		3-4

ASNR Foundational Content Course	3
Perspectives in ANR Course	3
Credits	16
Winter	
AGCM 300	DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES 3
AGCM 445	SOCIAL MEDIA ADVOCACY IN AGRICULTURE & NATURAL RESOURCES 3
ASNR Foundational Course Content	3
ASNR Foundational Course Content	3
Elective	3
Credits	15
Spring	
AGCM 455	*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES 3
Food, Culture & Society Course	3
ASNR Foundational Content Course	3
ASNR Foundational Content Course	3
Elective	4
Credits	16
Third Year	
Fall	
AGCM 364	PROFESSIONAL DEVELOPMENT FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATION 3
Food, Culture & Society Course	4
Core Ed: Scientific Inquiry & Analytics	4
Core Ed: Social Science	3-4
Credits	14
Winter	
LEAD 242 or RNG 307 or SSCI 211	+PERSONAL LEADERSHIP DEVELOPMENT or +LAND STEWARDSHIP CAREER SKILLS & BUILDING or +CAREER EXPLORATION IN THE HUMANITIES AND SOCIAL SCIENCES 2-3
ASNR Foundational Content Course	3
Core Ed: Seeking Solutions	3-4
Elective	4
Credits	14
Spring	
AGCM 390	+COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES 3
AGCM 444	COMMUNICATION STRATEGIES FOR AGRICULTURAL AND NATURAL RESOURCES 4
ST 243Z or DS 201 or ST 351 or COMM 414	+ELEMENTARY STATISTICS I or +INTRODUCTION TO DATA SCIENCE or INTRODUCTION TO STATISTICAL METHODS or COMMUNICATION RESEARCH METHODS 3-4
ASNR Foundational Content Course	3
Elective	3
Credits	16
Fourth Year	
Fall	
AG 311 or FW 350	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE or +*ENDANGERED SPECIES & SOCIETY 3
AGCM 392	AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING 3
ASNR Foundational Content Course	3
Elective	4
Elective	3
Credits	16
Winter	
AG 421 or WR 462	*WRITING IN AGRICULTURE or *ENVIRONMENTAL WRITING 3-4

AGCM 466	PACKING IT ALL IN: MAGAZINE DESIGN FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATIONS	4
Perspectives in ANR Course		3
Elective		4
Credits		14
Spring		
AGCM 465	AGRICULTURE & NATURAL RESOURCES COMMUNICATION CAPSTONE	2
Experiential Learning		1-3
ASNR Foundational Content Course		3
Elective		4
Elective		4
Credits		14
Total Credits		180

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course