Agricultural communicators are important in society because they provide essential information to consumers and producers. To fill those roles in society, the agricultural communication major provides students the opportunity to study journalism, marketing, public relations, and graphic design within the applied context of the agricultural industry. Students in this major often describe themselves as someone who enjoys persuading, writing, and designing. Students gain real-world experience to prepare to successfully enter careers in communications, public relations, marketing, or journalism, both within and outside the industry of agriculture.

**Career Areas/Job Titles:**

**Management and Industry**
- Communications Director
- Magazine Writer
- Editor
- News Reporter
- Sales and Advertising Associate

**Communication and Media**
- Event Planner
- Marketing Manager
- Public Relations Director
- Media Relations Coordinator
- Graphic Designer
- Television/Radio Broadcaster

**Education**
- Professor
- Research Assistant

*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

**Transferable Skills:**

- Artistic Design
- Basic Computer Skills
- Editing
- Expressing Ideas
- Listening Skills
- Provide/Respond to Feedback
- Speaking Effectively
- Use Technology Effectively
- Written Communication
- Cultural Understanding

- Motivating Others
- Social Perceptiveness
- Willingness to Take Risks
- Creativity/Imagination
- Experimental Design
- Forecasting/Predicting
- Gathering Information
- Identifying Problems
- Research Skills
- Adaptability/Flexibility

- Attention to Detail
- Initiative
- Administrative Skills
- Delegating Tasks
- Organization Skills
- Prioritizing Tasks
- Strategic Planning/Visioning
- Creating Innovative Solutions
- *Minor Required
- *Internship Required

*This is not an extensive list of transferable skills. See larger list of skills you might develop here:* [http://careerconnection.osu.edu](http://careerconnection.osu.edu)

**Professional Links:**

- Agricultural Communicators of Tomorrow: [http://act.org.ohio-state.edu/](http://act.org.ohio-state.edu/)
- Livestock Publication Council: [http://www.livestockpublications.com](http://www.livestockpublications.com)
- National Agricultural Communicators of Tomorrow: [naactnow.org](http://naactnow.org)