

Community Communications and Leadership Development

College of Agriculture
and School of Human
Environmental Sciences

Community Communications and Leadership Development is an interdisciplinary social science major. It provides students with the knowledge and skills to integrate communications, sociology, journalism, and community development theories and apply them to real-world situations involving local communities and agricultural organizations.

The major focuses on such skills as written and oral communication; strategic problem solving; critical thinking; understanding of group, organizational, and community dynamics; and ethical decision making.

The **agricultural communications option** is a writing-based curriculum that prepares graduates for careers as communications professionals with agricultural and community-based media outlets and organizations. The **public service and leadership option** prepares graduates for leadership positions in public and private organizations or government agencies. Students in both options are encouraged to participate in internship opportunities.

Graduation Requirements

To earn the Bachelor of Science in Community Communications and Leadership Development, the student must have a minimum of 120 credit hours with at least a 2.0 grade-point average. A minimum of 45 credit hours must be from upper division courses (300 level and above). Remedial courses may **not** be counted toward the total hours required for the degree.

Plan of Study

As a community communications and leadership development major you are required to develop an acceptable **Plan of Study** during your sophomore year for your junior and senior years. The plan must be signed by your advisor and returned to the Office of the Associate Dean for Academic Programs.

If you are an upper division transfer student (from another university or from another UK college or department) then you will submit your plan during the first semester you are enrolled in the program.

Students must complete the following:

College Required Hours

*GEN 100 Issues in Agriculture 3

Subtotal: College Required Hours **3**

**Except for students who enter the College after having already completed the U.S. Citizenship requirement of the UK Core.*

UK Core Requirements

See the *UK Core* section of the 2011-2012 *Undergraduate Bulletin* at: www.uky.edu/Registrar/bulletinCurrent/ukc.pdf for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list 3

II. Intellectual Inquiry in the Humanities

Choose one course from approved list 3

III. Intellectual Inquiry in the Social Sciences

CLD 102 The Dynamics of Rural Social Life

or

SOC 101 Introduction to Sociology 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list 3

V. Composition and Communication I

CIS/WRD 110 Composition and Communication I 3

VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II 3

VII. Quantitative Foundations

MA 111 Introduction to Contemporary Mathematics

or

MA 123 Elementary Calculus and Its Applications 3

VIII. Statistical Inferential Reasoning

STA 210 Making Sense of Uncertainty:

An Introduction to Statistical Reasoning 3

IX. Community, Culture and Citizenship in the USA

GEN 100 Issues in Agriculture 3

X. Global Dynamics

Choose one course from approved list 3

UK Core Hours **30**

Major Requirements

Hours

CLD 102 The Dynamics of Rural Social Life 3

*CLD 250 Reading Critically and Writing Well:

Community Communications and Leadership Development 3

CLD 302 Leadership Studies 3

CLD 320 Survey of Agricultural and Consumer Media 3

CLD 340 Community Interaction 3

CLD 362 Field Experience in Community

Communications and Leadership Development 3

CLD 405 Analytic Methods for Community

Communications and Leadership Development 3

CLD 420 Sociology of Communities 3

CLD 490 Seminar in Community Communications

and Leadership Development 3

Subtotal: Major Requirements **27**

**May be used to satisfy Graduation Writing Requirement.*

In addition to the Major Requirements, students choose **one** of two options:

OPTIONS

Option A: Agricultural Communications

JOU 101 Introduction to Journalism 3

CLD 204 Writing for the Mass Media 3

CLD 301 News Reporting 3

CLD 400 Agricultural Communications Campaigns 3

CLD 440 Community Processes and Communication 3

CLD 485 Community Journalism 3

AEC 101 The Economics of Food and Agriculture 3

Subtotal: Option A Hours **21**

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The University of Kentucky is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, masters, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of the University of Kentucky.

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Specialty Support Requirements

Depending on the student's area of interest and subject to his/her academic advisor's approval, he/she will complete an additional 6 hours of courses in the College of Agriculture and 12 hours in communications, journalism and related areas; students may take CLD 401 as one of these courses. The majority of these courses must be at the 300+ level.

Subtotal: Option A Specialty Support 18

Option B: Public Service and Leadership

PS 101 American Government 3
AEC 305 Food and Agricultural Marketing Principles 3
AEC 532 Agricultural and Food Policy 3
ECO 201 Principles of Economics I 3

Choose **one** of the following:

CLD 400 Agricultural Communications Campaigns 3
CLD 440 Community Processes and Communication 3
CLD 485 Community Journalism 3

Plus 6 additional hours of courses at the 200 level or higher to fulfill the student's area of interest and selected

with advisor's approval from the following departments:

PS, ANT, COM or SOC.

Subtotal: Option B Hours 21

Specialty Support Requirements

Depending on the student's area of interest and subject to his/her academic advisor's approval, he/she will complete an additional 6 hours of courses in the College of Agriculture and 12 hours in related areas; students may take CLD 401 as one of these courses. The majority of these courses must be at the 300+ level.

Subtotal: Option B Specialty Support 18

Electives

Electives should be selected by the student to lead to the minimum total of 120 hours required for graduation

Subtotal: Electives minimum of 30

Total Minimum Hours for Program 120