Community Communications and Leadership Development

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

University Studies Requirements

See "University Studies Program" on pages 83-87 of the 2009-2010 UK Bulletin for the complete University Studies requirements. Students should work closely with their advisor to complete the University Studies Program requirements.

Major Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>*CLD 102 The Dynamics of Rural Social Life</td>
<td>3</td>
</tr>
<tr>
<td>**CLD 250 Reading Critically and Writing Well: Community Communications and Leadership Development</td>
<td>3</td>
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<tr>
<td>CLD 302 Leadership Studies ......</td>
<td>3</td>
</tr>
<tr>
<td>CLD 320 Survey of Agricultural and Consumer Media</td>
<td>3</td>
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<td>CLD 340 Community Interaction ...</td>
<td>3</td>
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<tr>
<td>CLD 362 Field Experience in Community Communications and Leadership Development</td>
<td>3</td>
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<tr>
<td>CLD 405 Analytic Methods for Community Communications and Leadership Development</td>
<td>3</td>
</tr>
<tr>
<td>CLD 420 Sociology of Communities and Leadership Development</td>
<td>3</td>
</tr>
<tr>
<td>CLD 490 Seminar in Community Communications and Leadership Development</td>
<td>3</td>
</tr>
</tbody>
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Subtotal: Major Requirements ................................................................ 27

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

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 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.

Electives

Electives should be selected by the student to lead to the minimum total of 120 hours required for graduation .................................................. minimum of 15

Total Minimum Hours for Program ................................................. 120

*Course can also be used to satisfy University Studies Program requirements.

**May be used to satisfy Graduation Writing Requirement.

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

Options

*Course can also be used to satisfy University Studies Program requirements.

University of Kentucky