

# Cover Sheet: Request 10417

## Communication and Leadership Development

### Info

Process	Specialization New/Modify/Close Ugrad
Status	Pending
Submitter	Theus, Kristin undergrad@bme.ufl.edu
Created	9/15/2015 3:01:39 PM
Updated	2/19/2016 4:47:27 PM
Description	Modify course requirements in 8 semester plan for the specialization.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CALS - Agricultural Education and Communication 514926000	Osborne, Edward Wayne		2/11/2016
Replaced State Core General Education Courses.docx					9/15/2015
Replaced CLD.curriculum.revision.letter.2015.docx					1/29/2016
Replaced AEC-Communication and Leadership Development.STATECORE.2015.docx					1/29/2016
Added AEC-Communication and Leadership Development.STATECORE.2015.docx					1/29/2016
Added CLD.curriculum.revision.letter.2015.docx					1/29/2016
College	Approved	CALS - College of Agricultural and Life Sciences	Brendemuhl, Joel H	Approved by the CALS CC on 2-12-16	2/19/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/19/2016
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Specialization | Modify for request 10417

## Info

**Request:** Communication and Leadership Development

**Submitter:** Theus, Kristin undergrad@bme.ufl.edu

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**Form version:** 1

## Responses

### Specialization Name

*Enter the name of the specialization.*

Response:

Communication and Leadership Development

### Specialization Code

*Enter the two or three letter code for the specialization.*

Response:

CLD

### Effective Term

*Enter the term (semester and year) at which the modification should be effective.*

Response:

Summer

### Effective Year

Response:

2016

### Proposed Changes

*Describe the proposed changes to the specialization.*

Response:

- 1) Remove MMC 2100: Writing for Mass Communication as a degree requirement and replace it with AEC 4035: Advanced Agricultural Communication Writing.
- 2) Remove AEC 3209: Instructional and Event Planning as a required course and move it into a programmatic elective (in place of AEC 4035).
- 3) Move AEC 4065: Issues in Agricultural and Life Sciences in to Semester 4.
- 4) Remove sentence in program description about MMC 2100 as a required course.

### Pedagogical Rationale/Justification

*Describe the rationale for the proposed changes to the specialization.*

Response:

AEC 4035 is an advanced written communication course specifically addressing different forms of communication within agricultural and life sciences, which is highly applicable to the CLD track. As of now, AEC 4035 is a programmatic elective (students choose 3 of 7 courses to take), but requiring the course means students will no longer need to take MMC 2100. AEC majors in the CLD specialization should be taking AEC 4065 earlier on in the program to lay a foundation for more advanced courses. (AEC 4065 has been requested to be changed from 4000-level to 3000-level for this reason.) The remaining changes are reflective of editing the 8 semester plan in order to accommodate requiring AEC 4035 and removing MMC 2100.

### **Impact on Other Programs**

*Describe any potential impact on other programs or departments, including increased need for general education or common prerequisite courses, or increased need for required or elective courses outside of the existing program.*

Response:

There are no known potential impacts at this time that would expand beyond students currently enrolled in the CLD specialization. The change would potentially broaden the reach for students interested in taking a course examining agricultural issues due to the 3000 categorization and removal of prerequisites for AEC 4065.

# Communication and Leadership Development

Communication and leadership development prepares students for entry into agribusiness and communication positions related to human resource development, corporate training, political interests and agricultural literacy. Coursework focuses on a core of leadership and communication courses that includes digital media, campaign strategies, interpersonal skills and presentation development.

To graduate, students must earn minimum grades of C in AEC 3073 Intercultural Communication, AEC 3070C Digital Media Production in Agricultural and Life Sciences, AEC 3414 Leadership Development, AEC 4031 The Communication Process in Agricultural and Life Sciences, AEC 4052 Communication Campaign Strategies in Agricultural and Life Sciences and AEC 4434 Communication and Leadership in Groups and Teams. ~~Students also must complete MMC 2100 Writing for Mass Communication prior to the senior year.~~

This specialization is also offered at the Gulf Coast Research and Education Center in Plant City, Fla.

## Critical Tracking

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students

### Semester 1

- Complete 1 of 5 critical-tracking courses, excluding labs: AEC 3030C (or equivalent), AEC 3033C (or equivalent), BSC 2005, BSC 2005L (or any GE-B or P laboratory), MAC 1140 (or equivalent), PSY 2012
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 2

- Complete 2 additional critical-tracking courses, excluding labs
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 3

- Complete 1 additional critical-tracking course, excluding labs
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 4

- Complete all critical-tracking courses, including labs
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

## Recommended Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

Semester 1	Credits
AEB 2014 Economic Issues, Food and You (3) or ECO 2013 Principles of Macroeconomics (4) or ECO 2023 Principles of Microeconomics (4) or AEB 3103 Principles of Food and Resource Economics (4) (GE-S)	3-4
<b>BSC 2005 Biological Sciences (<a href="#">State Core GE-B/P</a>)</b>	<b>3</b>
<b>BSC 2005L Laboratory in Biological Sciences (GE-B) or Any GE-B or GE-P laboratory</b>	<b>1</b>
Composition ( <a href="#">State Core GE-C</a> ) (WR)	3
Elective	2
Humanities ( <a href="#">State Core GE-H</a> )	3
Total 15-16	

Semester 2	Credits
<b>AEC 3030C Effective Oral Communication</b>	<b>3</b>
IUF 1000 What is the Good Life (GE-H)	3
<b>MAC 1140 Precalculus: Algebra (<a href="#">State Core GE-M</a>)</b>	<b>3</b>
Elective	3
Science elective (GE-B or P)	3
Total 15	

Semester 3	Credits
<del><a href="#">American history or political science elective (GE-S)</a></del>	<del>3</del>
<del><a href="#">MMC 2100 Writing for Mass Communication (WR)</a></del>	<del>3</del>
<b>PSY 2012 General Psychology (<a href="#">State Core GE-S</a>)</b>	<b>3</b>
Composition ( <a href="#">GE-C</a> )	3
Elective with international or diversity focus (GE-N or D)	3
Mathematics (STA 2023 or STA 2122 recommended; GE-M)	3
Total 15	

<b>Semester 4</b>	<b>Credits</b>
<b>AEC 3033C Research and Business Writing in Agricultural and Life Sciences (WR)</b>	3
<u>AEC 34065 Issues in Agricultural and Life Sciences</u>	3
<del>American history or political science elective (GE-S)</del>	
Electives	6
Physical Science (GE-P)	3
	Total 15

<b>Semester 5</b>	<b>Credits</b>
AEC 3070C Digital Media Production in Agricultural and Life Sciences	3
AEC 3073 Intercultural Communication (GE-S, D or N)	3
AEC 3413 Working with People: Interpersonal Leadership Skills	3
AEC 3414 Leadership Development	3
AEC 4031 The Communication Process in Agricultural and Life Sciences	3
	Total 15

<b>Semester 6</b>	<b>Credits</b>
AEB 3133 Principles of Agribusiness Management	3
Approved electives in area of concentration	<u>3</u> <del>6</del>
<u>AEC 4035 Advanced Agricultural Communication Writing (WR)</u>	<u>3</u>
Choose two courses (6 total credits):	
<del>AEC 4035 Advanced Agricultural Communication Writing (WR)</del> or	
AEC 4036 Advanced Agricultural Communication Production or	
<u>AEC 3209 Instructional and Event Planning in Agricultural and Life Sciences</u> <del>AEC 4065 Issues in Agricultural and Life Sciences</del> or	6
AEC 4417 Leadership for Personal and Organizational Change or	
AEC 4465 Global Leadership or	
FYC 4408 Organizational Leadership for Nonprofits or	
PUR 3000 Principles of Public Relations	
	Total 15

<b>Summer</b>	<b>Credits</b>
AEC 4943 Leadership Development Internship or	
AEC 4948 Agricultural Communication Internship or	
Approved elective	
	Total 3

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<b>Semester 7</b>	<b>Credits</b>
AEB 4085 Agricultural Risk Management and the Law (fall) or AEB 4123 Agricultural and Natural Resource Law (spring) or AEB 4126 Agriculture and Natural Resource Ethics or Similar ethics course (see advisor)	3
<del>AEC 3209 Instructional and Event Planning in Agricultural and Life Sciences</del>	<del>3</del>
AEC 4434 Communication and Leadership in Groups and Teams	3
Agriculture/natural resource elective (see advisor)	3
Approved elective in area of concentration	<u>6</u> <del>3</del>
<b>Total</b>	<b>15</b>

<b>Semester 8</b>	<b>Credits</b>
AEC 4052 Communication Campaign Strategies in Agricultural and Life Sciences	3
Choose one course (3 total credits): <del>AEC 4035 Advanced Agricultural Communication Writing (WR) or</del> AEC 4036 Advanced Agricultural Communication Production or <del>AEC 3209 Instructional and Event Planning in Agricultural and Life Sciences</del> <del>AEC 4065 Issues in Agricultural and Life Sciences</del> or	3
AEC 4417 Leadership for Personal and Organizational Change or AEC 4465 Global Leadership or FYC 4408 Organizational Leadership for Nonprofits or PUR 3000 Principles of Public Relations	3
Agriculture/natural resource elective (see advisor)	3
Approved elective in area of concentration	3
<b>Total</b>	<b>12</b>





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July 30, 2015

CALS Curriculum Committee  
2002 McCarty Hall

The Department of Agricultural Education and Communication requests that the following minor revisions be approved to the AEC-**Communication and Leadership Development** undergraduate specialization:

- Remove MMC 2100: Writing for Mass Communication as a degree requirement.
- Require AEC 4035: Advanced Agricultural Communication Writing, and remove it as a programmatic elective.
- Remove AEC 3209: Instructional and Event Planning as a required course, and move it into a programmatic elective.
- Move AEC 3065: Issues in Agricultural and Life Sciences into Semester 4 (required), previously AEC 4065.
- Make minor course curriculum changes – such as moving elective hours from a given semester – to balance out course credit hours each semester.
- Remove the sentence in the program description relating to MMC 2100.

Sincerely,

Nicole Stedman  
AEC Undergraduate Coordinator