This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

### Description of Agricultural Communication

The agricultural communications major prepares students to report agricultural information to audiences such as consumers, legislators, homeowners, farmers, agribusinesses, commodity groups, and governmental agencies. Through positions in fields such as public relations, sales, marketing, journalism, photography, and media, students communicate about the importance of agriculture. Students in Agricultural Communication take courses in the prestigious Grady College of Journalism and Mass Communication as well as in the College of Agricultural and Environmental Sciences, concentrating in journalism news editorial, advertising, public relations, and telecommunications. In today's economic environment, there is a need for people with communication skills who also understand scientific agriculture.

### Researching Job Titles and Careers

- O*NET [http://online.onetcenter.org](http://online.onetcenter.org) (click on Find Occupations)
- Georgia Career Information Center [http://www.gcic.peachnet.edu](http://www.gcic.peachnet.edu) (accessible only on campus computers)
- Career Insider: Vault Guides [http://career.uga.edu/resources/online_resources](http://career.uga.edu/resources/online_resources) (Under the “Resources” tab and select “Online Resources”)
- Candid Career [http://career.uga.edu/resources/online_resources](http://career.uga.edu/resources/online_resources) (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

### Possible Job Titles

<table>
<thead>
<tr>
<th>Account Executive</th>
<th>Editorial Assistant</th>
<th>Real Estate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions Counselor</td>
<td>General Manager</td>
<td>Reporter</td>
</tr>
<tr>
<td>Advertising</td>
<td>Graphic Design</td>
<td>Retail Sales</td>
</tr>
<tr>
<td>Agricultural Consultant</td>
<td>Graphic Director</td>
<td>Sales and Promotion</td>
</tr>
<tr>
<td>Agricultural Marketer</td>
<td>Information Specialist</td>
<td>Sales Trainee</td>
</tr>
<tr>
<td>Assistant Director of Communications</td>
<td>Insurance Sales</td>
<td>Southeast District Director</td>
</tr>
<tr>
<td>Communications Director</td>
<td>Marketing Specialist</td>
<td>Special Assistant</td>
</tr>
<tr>
<td>Conferences and Marketing Services</td>
<td>Photographer</td>
<td>Technical Sales Representative</td>
</tr>
<tr>
<td>Assistant</td>
<td>Production Coordinator</td>
<td>Writer</td>
</tr>
<tr>
<td>Customer Relations</td>
<td>Program Coordinator</td>
<td>Youth Development Extension Agent</td>
</tr>
<tr>
<td>Associate Editor</td>
<td>Project Coordinator</td>
<td></td>
</tr>
<tr>
<td>Editor</td>
<td>Public Relations &amp; Communications</td>
<td></td>
</tr>
</tbody>
</table>

### Possible Employers

- Advertising Agencies
- Agri Alternatives
- Agribusinesses
- Agriculture Associations
- Agriculture-related Publications
- Allturf Incorporated
- Aventis CropScience
- Black Diamond Advertising
- Certified Angus Beef Program
- Chemical Companies
- Collinson Publishing
- Consulting firms
- Department of State
- Department of the Interior
- Dow AgroSciences
- Farm equipment manufacturers
- Food processors
- Food retailers and wholesalers
- Forest Landowners Association
- Georgia Farm Bureau
- Insurance firms
- Land-grant Universities
- Machinery Companies
- Manufacturers of farm input supplies
- Market analysis firms
- Media companies
- National Pork Producers Council
- News America Marketing
- North Region Agriculture Education
- Northeast Georgia Livestock LLC
- Poultry and Egg News, Inc.
- Production industries
- State YMCA of Georgia
- The University of Georgia
- US Department of Agriculture
- UGA College of Agriculture and Environmental Sciences
- USDA

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at [www.career.uga.edu/gradsurveyresults/](http://www.career.uga.edu/gradsurveyresults/) and search for alumni on LinkedIn at www.linkedin.com.
Campus Resources

College of Agricultural and Environmental Sciences Clubs and Organizations- http://students.caes.uga.edu/athens/organizations.cfm
Agricultural Communicators of Tomorrow (ACLT) http://georgia4h.org/collegiate/
Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS)- http://www.caes.uga.edu/academics/manrrs/
Alpha Gamma Rho (Men pursuing careers in agriculture) http://www.georgiaagr.com/home
Sigma Alpha (Women pursuing careers in agriculture)- http://www.ugasigmaalpha.com

To find additional clubs and organizations, go to the Center for Student Organizations at- http://stuorgs.uga.edu/find/index.html

Connect with your Career Consultant http://career.uga.edu/contact#careerconsultants

Employment Websites

GENERAL:
CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)
DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)
GoinGlobal (To access GoinGlobal, login to your DAWGlink account)
Idealist www.idealist.org/ (nonprofit jobs)
USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:
AgCareers.com- http://agcareers.com
BlueSkySearch- http://www.blueskysearch.com/
AgriCareers, Inc.- http://www.agricareersinc.com/
Jobs in Extension, Outreach, Research and Higher Education- http://jobs.joe.org
National Agricultural Communicators of Tomorrow Job Board- http://nactnow.org/opportunities/job-opportunities/

Professional Information Resources

National Agricultural Communicators of Tomorrow- http://nactnow.org/
Agriculture Future of America- http://www.agfuture.org/
The FFA National Organization- http://www.ffa.org
National 4-H Organization Website- http://4-h.org/
Georgia 4-H Website- http://www.georgia4h.org/
National Agri-Marketing Association- http://www.nama.org/
Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences- http://www.aceweb.org/
Agricultural Relations Council- http://www.agrelationscouncil.org/

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

The job market for agricultural communicators includes:

- Farm broadcasting
- Journalists and editors of agricultural/rural magazines and newspapers
- Communication specialist, public relations practitioner, or Web developer for agricultural commodity organizations, businesses, non-profits
- Sales representative for agricultural business
- Science journalist
- Land-grant university communication specialist
- Public relations or advertising for firms that specialize in or have agricultural clients

*Taken from: http://en.wikipedia.org/wiki/Agricultural_communication