

Master of Arts in Agricultural & Extension Education

Agricultural Strategic Communications

Global Campus - Program Guide



2023 - 2024

Program Summary

The Agricultural Strategic Communications is an online master's degree program through NMSU's Global Campus. It is designed to enhance a student's ability to strategically influence and further an organization's mission through communication. Students will learn how to deploy an array of tools to plan, execute and measure communication effectiveness while gaining a complete understanding of paid, earned, shared and owned media. Upon completing the program, students may also receive Adobe CC™ and Hootsuite™ certifications.

The ASC master's degree is designed to be flexible for working professionals through accelerated curriculum and a convenient online format at an affordable price. NMSU Online tuition and fees can be found at <https://global.nmsu.edu/cost/index.html>

Curriculum Requirements

The ASC program combines the strengths of NMSU's departments of Agricultural and Extension Education (AXED) and Journalism and Media Studies (JMS).

All students will successfully complete (minimum of a C grade) 30 credits of coursework, including a capstone project. All coursework will be available online. Courses should be taken in an 8-week format,

To provide consistency among degree plans, students in the ASC master's degree program must fulfill the following course requirements as determined by the program coordinator:

Required AXED Courses (15 credits):

- AXED 5110: Management of Change, Diffusion, and Adoption of Innovations
- AXED 5150: Strategic Communications Campaigns and Evaluation
- AXED 5320: Risk and Crisis Communications in ACES
- AXED 5510: Research Methods
- AXED 5994: Creative Component (Final Capstone Project)

Required JOUR Courses (choose 12 credits from the list below):

- JOUR 460V: Sports and Entertainment PR
- JOUR 463: Public Relations for Social Impact
- JOUR 470: Environmental, Social, and Governance Public Relations
- JOUR 494: Special Topics

Elective Courses (3 credits):

- Select any JOUR 450 or above course (UO-Campus) or any AXED 4500 or above course (UO-Campus)

Course Rotation

Fall Courses	Spring Courses	Summer Courses
AXED 5510 Research Methods	AXED 5110 Mgmt. of Change, Diffusion, & Adoption of Innovations	AXED 5150 Strategic Communications Campaigns & Evaluation
JOUR 460V Sports & Entertainment PR	JOUR 463 Public Relations for Social Impact	AXED 5320 Risk & Crisis Communications
JOUR 494 Special Topics	JOUR 470 Environmental, Social, & Governance Public Relations	JOUR 460V Sports & Entertainment PR
AXED 5994* Creative Component	AXED 5994* Creative Component	JOUR 463 Public Relations for Social Impact
<i>*Final Semester Capstone</i>		AXED 5994* Creative Component

Sample Road Map for Part-time Students

<i>Fall Start</i>	Spring	Summer	Fall	Spring
1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester
AXED 5510	AXED 5110	AXED 5150	JOUR 494	AXED 5994
JOUR 460V	JOUR 463	AXED 5320	JOUR/AXED Ele.	JOUR 470
<i>Spring Start</i>	Summer	Fall	Spring	Summer
1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester
AXED 5110	AXED 5150	AXED 5510	AXED 5994	JOUR 460V
JOUR 463	AXED 5320	JOUR 494	JOUR 470	JOUR/AXED Ele.
<i>Summer Start</i>	Fall	Spring	Summer	Fall
1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester
AXED 5150	AXED 5510	AXED 5110	JOUR 463	AXED 5994
AXED 5320	JOUR 494	JOUR 470	JOUR/AXED Ele.	JOUR 460V

Cost and Assistance

Students can read more about NMSU Tuition and Fees via the website:
https://uar.nmsu.edu/tuition_fees/index.html

Students seeking financial assistance should complete the [FAFSA](#) and NMSU [Scholar Dollar\\$](#) applications. In addition, they should seek assistance by contacting NMSU [Financial Aid](#) and the [Graduate School](#) to inquire about additional opportunities.

Admission Requirements

The requirements for enrollment into the program are as follows:

- Bachelor's degree in agricultural education, extension, or communications; journalism, media studies, or a closely related field (must submit transcripts).
- Undergraduate GPA of at least 3.0.
- Statement of purpose – One page describing your background, experiences, professional goals, and your reason for applying to the ASC program (through NMSU's Global Campus).
- Name, email, and phone number for two professional or academic references.
- Applicants with an undergraduate GPA greater than 2.5, but less than 3.0 may be accepted provisionally on a case-by-case basis.
- Applicants who do not have a Bachelor's degree in agricultural education, agricultural communications, journalism and media studies, or a closely related field, but have relevant experience may apply. If accepted, the graduate adviser will design a plan of study that may include appropriate leveling courses.
- GRE scores are not required.

Steps to apply:

1. Apply to the [NMSU Graduate School](#) and choose the following application options: Campus = NMSU-Global Campus, Degree = Masters, Online Major = Strategic Agricultural Communications.
2. Submit undergraduate transcripts, statement of purpose, and information for references with your graduate school application.
3. Once your application is complete, send an email to sfraz@nmsu.edu with your graduate application number.

Master's Accelerated Program (MAP)

[The MAP option](#) combines some of the requirements of the baccalaureate degree in AXED or JMS with the ASC master's program.

This option requires a Pre-Application Process:

Students will inquire with the AXED department to receive approval for the NMSU Master's Accelerated Program. Undergraduate students may apply for acceptance after completing 60 semester hours of undergraduate coursework of which a minimum of 25 semester credit hours must be completed at NMSU and apply toward the undergraduate major.

The basis for qualification and admission for the BS+M-ASC program is a cumulative GPA of at least 3.0 and recommendations by faculty members. Evaluation for admission of students having a grade point average below 3.0 is on a case-by-case basis, depending on faculty recommendations and evaluations of the individual's academic and professional history.

Once the AXED department has notified the applicant of acceptance into the accelerated program, the applicant must then apply to the graduate school for formal admission to the ASC graduate program. Students complete the application to the graduate school during the final semester before undergraduate graduation.

Note: It is critical for students to be accepted into the BS+M-ASC accelerated program before they take any 450-(and above) level courses.

Contacts

To discuss the Agricultural Strategic Communications graduate degree program, contact:

Dr. Steve Frazee, Department Head Agricultural & Extension Education
Email: sfrazee@nmsu.edu

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