

THE PROGRAM

The **DIPLOMA IN Agricultural Communications** is a cohort-based program. Students enroll in the program and progress through the courses together as a class. All courses are offered online through the internet in a distance education format by the Office of Open Learning. Distance education courses offer you flexibility in choosing when, where and how you wish to study. Courses require reading, writing, reflection, interaction and completion of activities and assignments. A general rule of thumb is that you should expect to spend 10 hours per week for each course.

Agricultural Communications Studio I provides experiential learning through the development and application of advanced, integrated communication skills that will help professionals understand where these skills fit into the broad role of an agricultural communicator or journalist. Objective news delivery is explored through the development of specific skills including research for story development, writing for print, broadcast and WWW publishing, website maintenance, and digital photography.

Agricultural Communications Studio II broadens the knowledge and skills gained in Studio I, focusing on subjective news delivery through the development of columns, opinion pieces, ghost writing and freelancing. The importance of perspective and standards in communications, the communication plan, and differentiating writing for media and public relations are explored. The capstone project will have participants delivering a news conference and presenting a major project.

Agricultural Communication Theory in Action is designed to enhance the ability to think critically and to develop effective strategies and tactics that draw on theoretical frameworks and methodologies central to the communication process. Developing a strategic approach to communication that is specifically related to communications media, audiences and organizational systems is achieved through case studies, presentations and assignments.

Ethics in Agricultural Communications explores issues in the use and application of ethical standards by agricultural communication professionals. Relevant theory and practical application provide greater insight into the requirements, responsibilities, and consequences of effective ethical leadership. An ethical framework provides opportunities to assess leadership and communications skills relating to agricultural issues through the use of case studies, reflections and assignments.

Agricultural Communication Internship will enable students to gain a better understanding of the theoretical framework learned through their course of study. Through a mutually agreed upon project, students will have an opportunity to apply learned skills and concepts within the context of an agricultural workplace. The project-based internship will be developed in conjunction with a media outlet, industry organization, professional association or commodity group.

Online Course Schedule

September	Agricultural Communications Studio I	12 weeks
January	Agricultural Communications Studio II	12 weeks
April	Theory in Action	8 weeks
June	Ethics in Agricultural Communications	8 weeks
September	Agricultural Communications Internship	12 weeks



REGISTER ONLINE: www.agcommunications.ca



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CONTACT US



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University of Guelph
160 Johnston Hall
Guelph, Ontario Canada N1G 2W1

Diploma in Agricultural Communications



An open learning online distance education program sponsored by the Ontario Agricultural College



UNIVERSITY OF GUELPH

www.agcommunications.ca

CHANGING LIVES
IMPROVING LIFE

Launch a fulfilling career — or advance in your field — as a successful agricultural communicator. Be part of North America's only online agricultural communications program.

Agricultural Communications

The DIPLOMA IN

is designed for managers, business owners, communication and public relations officers, agrologists, journalists and freelance professionals. Enhance and strengthen your ability to communicate complex issues about agriculture, equine, agri-food, the environment and life sciences within industry organizations, government, non-governmental organizations, and special interest groups.

Benefit from the insights offered by pioneers and champions of agricultural communication. A highly-qualified team of instructors and coaches from across North America, led by the University of Guelph, will **share leading-edge practices and expertise to help you become a more effective communicator and professional.**

Program benefits

Enhance and develop your skills through your studies, which incorporate the right mix of communication theory and applied knowledge.

Take advantage of the exciting opportunity to interact with peers and industry professionals dedicated to agricultural communications, and expand your professional network of contacts.

Access professional education and training through our customized web-based delivery. Study when, where and how you wish, on your schedule.

Gain an international perspective to help you effectively link local and national matters of interest to global issues and trends.

“ My greatest accolades are reserved for our course instructor, Owen Roberts. Owen is a professional agricultural journalist and also a very gifted teacher. His steady leadership, encouragement and passion for teaching us how to become better journalists and communicate the agricultural issues facing farmers not only in Canada, but around the world was an inspiration to our cohort. ”

- Terry Stevenson, AGRIS CoOp, 2008 Cohort

Online learning

The Diploma in Agricultural Communications program is conducted online via the World Wide Web. Online courses give you the opportunity to learn, with **MORE FLEXIBILITY** to participate while balancing work and family commitments. They are **INNOVATIVE**, developed and facilitated by leading industry practitioners and academics. You are part of a **LEARNING COMMUNITY**, faculty and students with a wide range of experience to share.

Admission criteria

An undergraduate degree or an associated degree is recommended, along with appropriate work experience within the industry. Special admission consideration will be extended to applicants who can successfully demonstrate related experience and training in lieu of formal education requirements.

Each applicant is assessed individually by an admissions committee, taking into consideration:

- Formal education – transcripts required to demonstrate formal education
- Résumé outlining education and professional achievement
- Statement of objectives for wanting to participate in this program
- Letters of reference (a minimum of two required)
- International students must provide a TOEFL score

An English proficiency equivalent to a score of 600 on the internationally recognized Test of English as a Foreign Language (TOEFL) is strongly suggested.

“ I can't think of a better way for communication professionals to hone their skills, and strengthen their ability to convey the issues and opportunities in agriculture to a broader audience. ” - Joanne Falk, George Morris Centre, 2008 Cohort

Registration

Register online

Students can initiate the application process through our website at www.agcommunications.ca. Fill in the registration form online and send. Then complete your application by submitting your documentation to:

**Office of Open Learning
Diploma in Agricultural Communications**
University of Guelph
160 Johnston Hall
Guelph Ontario Canada N1G 2W1

Register by fax

Students can print the application form available on our website at www.agcommunications.ca. Fill in the registration form and **fax to 519-767-1114**. Then complete your application by submitting your documentation to the Office of Open Learning at the above address.

Register by mail

Students can print the application form available on our website at www.agcommunications.ca. Fill in the registration form and submit your documentation to the Office of Open Learning at the above address.

Need More Information? Contact Us

Marjory Gaouette, Manager Program Development
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mgaouett@open.uoguelph.ca

Fees

Tuition fees for the Diploma in Agricultural Communications are \$8,700. Program fee payment will be arranged upon review and acceptance of your applications. Fees can be paid in two installments - \$4,350 in September and \$4,350 in March. All fees are quoted in Canadian funds. Payment can be made by VISA, MasterCard, American Express, money order or cheque to the University of Guelph.