Agricultural Communication and Marketing (ACM) is a unique major that combines a passion for food, agricultural and natural resource sciences with fundamental real-world skills in strategic communication, leadership and marketing as well as business management and a choice of science specialization, or track. Course topics range from video production and social media campaigns to layout/design, podcasting, digital storytelling, and communicating science to the public, among others. ACM students learn how to build understanding, share knowledge, increase awareness and make valuable contributions to the dynamic and evolving fields of food and agriculture.

The Agricultural Communication and Marketing major in the College of Food, Agricultural and Natural Resource Sciences is truly interdisciplinary, as it draws on the faculty, research, and resources of all other departments. You’ll be able to tailor the coursework within this major to your academic interests and career goals by selecting one of three areas of emphasis.

Tracks in this major include:

- Food, Agricultural and Natural Resource Sciences
- Crops and Soils
- Food Industries

Student Experiences
Learn about Paige Hildebrandt's internship with the Minnesota Pork Board
There are more than 900+ student groups that you can get involved in at the University of Minnesota. Specifically, our CFANS student groups are designed to help you gain real-world experience and meet fellow students who share your interests.

Some groups that are popular with students in this major include:

- National Agri-Marketing Association
- Agricultural Education, Communication & Marketing Club
- Agricultural Communicators of Tomorrow (ACT)

**Study Abroad Options**

More than 250 study abroad programs in 70 countries are available to University of Minnesota students. Study abroad can offer a global perspective on your studies in agriculture. Learn more about CFANS study abroad options.

**You might also explore**

- Agricultural Education
- Journalism and Mass Communication
- Marketing
- Agricultural and Food Business Management
- Communication Studies
Associated Careers

Advertising and Public Relations Executives, Business Analysts, Commodity Merchandisers, Communications Specialists, Extension Educators, Human Resource Associates, Magazine Editors, Outreach and Community Relations Coordinators, Sales and Training Managers, Social Media Managers