PROFESSIONAL OUTLOOK FOR ACM GRADUATES

Find a rewarding career
The Agricultural Communication & Marketing (ACM) major prepares you for a diverse set of careers in food and agricultural communication, journalism, marketing, sales, training, management, leadership, business and extension.

Career and Job Titles
- Communications Specialist
- Public relations executive
- Magazine Editor
- Photographer
- Corporate Agricultural Associate
- Extension Educators
- Outreach Coordinator
- Agronomist
- Sales Training Manager
- Agricultural News Reporter
- Radio Producer
- Business Analyst
- Commodity Merchandiser
- Events Manager
- Financial Advisor
- Sales Representative
- Social Media Manager
- Marketing Specialist
- Community Relations Associate
- Advertising Executive
- Supply Chain Manager
- Human Resources Specialist

Types of Employers
- Agricultural Business Organizations
- Agriculture magazines/publications
- Banks and financial institutions
- Extension Services Offices
- Government Agencies
- Food companies
- Market research firms
- Nonprofit agencies
- Research centers and universities

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AGRICULTURAL COMMUNICATION & MARKETING
College of Food, Agricultural and Natural Resource Sciences
University of Minnesota
Agricultural Communication & Marketing

Communicating about, advocating for and leading the food and agricultural industries

Do you care about the agricultural and food industries? Are you interested in improving your knowledge of the food, agricultural, and natural resources sciences while gaining professional skills in communication, leadership, management and education?

Agricultural Communication & Marketing (ACM) is a unique program that helps students combine interest in and passion for food, agricultural and natural resource sciences with fundamental real-world skills in communication, education, and leadership. ACM students learn how to build understanding, share knowledge, increase awareness and make valuable contributions to the dynamic and evolving food and agricultural fields.

Become a specialist

All Agricultural Communication & Marketing (ACM) majors select one of three areas to specialize in, depending on their interests: Food, Agricultural, and Natural Resources, Crops and Soils, or Food Industries.

Food, Agricultural, and Natural Resource Sciences track

Apply leadership, marketing, communications, and human resource development skills to a broad range of agricultural focus areas including plant science, animal science, natural resources, and more.

Graduates promote agriculture and its importance through numerous avenues in extension, industry, marketing, and the media.

Crops and Soils track

Explore the world of agricultural production inputs (e.g., seeds, fertilizers, crop-protection products) while building a solid foundation in marketing, leadership and communication.

Graduates lead the agribusiness world with solid knowledge of crop sales, consulting, marketing, and merchandising.

Food Industries track

Advance complex problems facing food industries. Combine understanding of food and life sciences with marketing, leadership, communication, and business management skills.

Graduates lead the food industry with a solid background in food and nutritional science, leadership, communication, management, and marketing skills.

Along with a specialized track, students still have the flexibility to use 21 free electives to pursue a minor.

90% of students found employment after graduation

$50,000 average starting salary for B.S. graduates from program

100% of students in this major have real-world internship experiences before graduation

$64,000 total scholarships awarded last year