



University of Vermont

A Closer Look at

Public Communication

Community & International Development Agricultural & Resource Entrepreneurship



College of Agriculture
and Life Sciences

Department of Community Development and Applied Economics

802-656-1013

<http://www.uvm.edu/cdae/>

Applied Economics

- Principles of Agricultural, Resource and Community Development
- Economics of Sustainability
- Macroeconomics for Applied Economics
- Applied Consumption Economics

Public Communication

- Consumers, Markets, and Public Policy
- Consumer Law and Policy
- Consumer Assistance Program
- Consumer Policy: Issues and Analysis
- The Consumer and Advertising
- Drafting and Design Drawing
- Design Strategies
- Sketching and Illustration
- Computer-Aided Drafting and Design (CADD)

- Applied Computer Graphics
- Applied Research Methods

Agricultural and Resource Entrepreneurship

- Introduction to A&R Entrepreneurship
- Financial Management for A&R Entrepreneurs
- Marketing for A&R Entrepreneurs
- Risk Analysis and Forecasting Procedures
- Decision Making for A&R Entrepreneurs
- Strategic Planning for A&R Entrepreneurs
- Farm Credit Fellowship Practicum/Seminar

Community and International Development

- World Food, Population, and Development
- Globalization and the Nation-State
- Rural Communities in Modern Society
- Agricultural Policy and Ethics
- Community Leadership, Organization and Institutional Development
- Contemporary Policy Issues in Community Development
- International Economic Development
- People Power in Emerging Democracies
- Community and International Economic Transformation
- Energy Alternatives
- Solar Strategies for Building Construction
- Project Planning and Development

Communities -- rural and urban, local and global--are Community and Development and Applied Economic's laboratory. Regardless of which of our three majors you select, you will develop a solid foundation in communication, applied economic principles and policy analysis. You'll discover what it means to be an entrepreneur, be introduced to the methods used to develop communities that are economically, socially, and environmentally sustainable, and understand how to communicate to individuals and groups about the importance of your endeavors.

Majors

- Public Communication
- Agricultural and Resource Entrepreneurship
- Community and International Development

Minors

- Consumer and Advertising
- Applied Design
- Consumer Affairs
- Community and International Development
- Agricultural and Resource Entrepreneurship

Public Communication (PCOM)

Local, state, and federal government agencies such as the Department of Health, non-profit organizations, international aid organizations, marketing and advertising agencies -- skills in public communication can be used across industry, government and the not-for-profit arena. Majors in Public Communication learn how communication systems work, how to solve complex communication problems and manage information, and how to apply knowledge to solve communication problems in an increasingly dynamic, global society. You may also consider an accelerated program that will allow you to earn both a B.S. in Public Communication and a Master of Public Administration in five years.

Agricultural and Resource Entrepreneurship (ARE)

Organic coffee shops, custom woodworking, bed and breakfast inns, landscape services, specialty foods or clothing, Llama farms -- how do entrepreneurs get a micro enterprise started so it will be a success in a community?

The major in Agricultural and Resource Entrepreneurship focuses on the unique challenges and dynamics of creating and maintaining a small business in a rural community setting. The program begins with a solid foundation in applied economics, communication skills, and public policy. In advanced courses, with the world as the laboratory, students acquire knowledge in applied economics and skills in management, strategic planning, marketing, and public policy related to planning, starting or operating a natural resource-based micro enterprise.

Community and International Development (CID)

Clean water, bike paths, farmers markets, retail space, recreational facilities, youth centers, locally grown food in schools, a well stocked library -- there are many parts to a strong, sustainable community. How are policies developed to make a community a great place to live? Why do some rural communities succeed while others struggle?

The major in Community and International Development addresses all aspects of community life -- the culture, the economic base, the environment, the social structures and more. The program begins with a strong foundation in applied economics, communication skills, and public policy. Initial classes such as World Food, Population and Development introduce a broad base of theory. Advanced courses, such as Community Leadership,

Organization and International Development are more applied. Current computer applications and research methods are important tools students use to model, evaluate and resolve local and global community issues. Special topic courses explore current issues that impact our communities, and include real world case studies and projects.

Exciting Opportunities Outside the Classroom

All Community Development and Applied Economic's students gain experience outside the classroom in either course-based service-learning activities or internships. Service-learning activities have ranged from planning micro-finance projects to connecting schools and farms in an effort to address both farm profitability and childhood nutrition. Interns have worked at a number of area businesses, including top advertising agencies and innovative manufacturing companies, including Burton Snowboards. In many cases internships have led to offers of permanent jobs upon graduation from UVM. Community Development and Applied Economic's offers students unique international opportunities in Latin America and the Caribbean, including Honduras and St. Lucia. Unlike most international programs, students in Community Development and Applied Economic's international program spend a semester studying the history, economy and culture of the country and developing projects to be completed during their trip abroad. They spend approximately two weeks in-country, working with local partners to complete their projects. The goal of Community Development and Applied Economic's international programs is to provide students with an academic and professional experience that helps them both define their interest and understand how the skills they learn in the classroom relate to real-world problems, while at the same time helping our international partners improve the quality of life of their citizens.

Faculty and Area of Expertise

Chair: Jane M. Kolodinsky, Ph.D.	CORNELL UNIVERSITY, Public Policy & Consumer Economics.
Jay Ashman, J.D.	GEORGE WASHINGTON UNIVERSITY, Public Policy, Law, & International Development
Daniel Baker, M.S.	UNIVERSITY OF VERMONT, International Development
Ken Becker, M.S.	CORNELL UNIVERSITY Public Policy, Administration & International Development, Agricultural Entrepreneurship
Joshua Farley, Ph.D.	CORNELL UNIVERSITY, Ecological Economics
Charles Ferreira, Ph.D.	BOWLING GREEN STATE UNIVERSITY, Drafting & Design
Christopher J. Koliba, Ph.D.	SYRACUSE UNIVERSITY, Public Administration
Jonathan Leonard, Ph.D.	UNIVERSITY OF VERMONT, Information Technology & Communications
Chyi-lyi (Kathleen) Liang, Ph.D.	PURDUE UNIVERSITY, Agricultural Economics & Entrepreneurship
Edward McMahon, M.A.	BOSTON UNIVERSITY, International Government
Bob Parsons, Ph.D.	VIRGINIA POLYTECHNICAL INSTITUTE AND STATE UNIVERSITY, Agricultural Economics
Thomas Patterson, Ph.D.	INDIANA UNIVERSITY, Organization Development & Communications
Jane Petrillo, M.F.A	VIRGINIA COMMONWEALTH UNIVERSITY, Communication Design & Applied Design
Hector Saez, Ph.D.	UNIVERSITY OF MASSACHUSETTS, International Environmental Economics
Fred Schmidt, Ph.D.	CORNELL UNIVERSITY, Sustainable Community Development
Richard Schramm, Ph.D.	CARNEGIE MELLON UNIVERSITY, Sustainable Community Development
Helen Wagner, J.D.	BROWN UNIVERSITY, Consumer Law
Qingbin Wang, Ph.D.	IOWA STATE UNIVERSITY, Applied Economics
Adjunct Faculty: Gary Flomenhott, M.S.	UNIVERSITY OF MARYLAND, Public Policy, Energy
Dianne Gayer	Sustainable Community Design