

*Working in a professional  
role with farmers?*

ARE YOU INTERESTED IN  
IMPROVING YOUR SKILLS  
SUPPORTING FARMERS IN  
TECHNICAL SALES, ADVISORY,  
FINANCIAL MANAGEMENT OR  
EDUCATION?

# MAgrSc in Agricultural Extension and Innovation

Part-time distance learning

Part funded by Macra Agricultural Skillnet



# Course Content and Structure

This two-year part-time distance learning taught Masters programme equips graduates with the skills and knowledge to become more effective at supporting farmers in developing their farm business, changing behaviour and incorporating innovation at farm level.

The programme will be delivered through a blended format (online and classroom based) and will allow students to build their skills for working autonomously, for independent research and in-depth analysis of information.

The course consists of **90 academic credits**:

- 40 credits of online reflective practice modules;
- 45 credits of core modules and
- 5 credit elective module.

You will undertake autonomous research and write a minor thesis on a topic that is relevant to your current role

Assignments will be based on real life case studies relating to your professional work environment, reflecting the norms of practice in agricultural consultancy, support, sales and education services. Assignments will be both online group work and individual based.

## Modules

- Agricultural Extension and Innovation
- The Reflective Agricultural Consultant
- Agricultural Education
- Project Management in Agricultural Extension
- Client/Customer Relationships in Agricultural Work
- Group Approaches in Agriculture
- Understanding the Family Farm Business
- Research Methods 1 & 2
- Design Thinking for Agricultural Innovation
- Thesis - Based on a topic related to your work

## Entry Requirements

- Level 8 Honours degree in any discipline
- A minimum grade of 2.2 or relevant experience
- Must be working directly with farmers and/or farm families
- Identify a "Mentor" within their organisation (Where self-employed a UCD mentor will be assigned to you)



### Conor - Farm Mapping Consultant, Grasstec

*Having completed a BSc(Hons) in Agricultural Science in WIT, I began working with Grasstec. I have a passion for helping farmers to improve their business' and so I looked for a course that would support me to develop my career in this area. I found the MAgSc in Agricultural Extension and Innovation was the perfect fit for me, offering me the opportunity to enhance my competencies when advising farmers. I have found that the two year part time nature of the course was a great advantage. Studying alongside others who are working in different aspects of the agricultural industry has broadened my perspective. This course has aided my work with Grasstec greatly by helping me to develop my competencies to implement the appropriate advisory strategies to support agricultural development.*

### Aoife - Farm Sustainability Manager, Carbery Group

*Since beginning my career, I knew I wanted to further my education and the MAgSc in Agricultural Extension and Innovation was the perfect fit. The modules are both stimulating and inspiring. They have allowed me to develop many skills including emotional intelligence, team work and technical skills, essential in any advisory career. The course has allowed me to develop in my professional role as a sustainability advisor who is implementing behavioural change on farm. It has allowed me to understand the complexities behind practical decisions and how I can better help Carbery's farming families.*

## Apply

- Application forms are available by clicking [here](#)
- Closing date for receipt of applications is midnight on Friday 27th June. Applications received after this date cannot be guaranteed entry
- Shortlisting may be required and candidates will be called to interview in July

## Further information

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