Strategic communication and marketing professionals are experts at getting audiences to consider new information, change their attitude, and even transform their overall behavior. The collection of strategies implemented by these professionals is commonly used to change consumer behavior; i.e., for the purpose of encouraging consumers to purchase specific products. However, these same strategies can be used to change behaviors outside those related to a monetary bottom line. The purpose of this class is to demonstrate how strategic communication and marketing principles can be used to promote behavior change that is pro-social, that is, behavior that is “for the good of society” (also known as “social marketing” – different from “social media”!) This includes encouraging the public to vote, recycle, save electricity, eat more fruit, ride their bike to work, etc. As such, a key focus of this class is to show you how your skills can be used outside traditional advertising agencies, public relations firms, etc.

Objectives:

1. Foster understanding of strategic communication and marketing principles commonly employed to shift consumer behavior
2. Develop and defend innovative communication solutions to pro-social issues within the context of primary and secondary research efforts
3. Determine the estimated cost and projected effectiveness of the communication suggestions you develop

Prerequisites: Students must have successfully completed 40 hours of coursework.

Email: This is the best way to reach me (see email address above). Please do not email me less than 24 hours before something is due, as I won’t be able to 100% guarantee a response before the deadline. Note that FERPA guidelines require that I only reply to your my.unt email address.

Blackboard Issues? For the most part, Blackboard is a great resource for students. But, if you encounter any issues, you can send an email (helpdesk@unt.edu), make a call (940.565.2324), or visit 130 Sage Hall.

FYI: If you foresee any event compromising your ability to complete work for this class, please let me know as soon as possible. Please schedule an appointment or visit my office hours to discuss. I expect you to be present in class and complete all assignments on time.

Late Work: The world is run by deadlines. Turn assignments in on time. Post deadline submissions will receive a 10-point deduction for each day that passes unless stated otherwise. A “new day” starts the minute after the assignment is due.
Course Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/21</td>
<td>What is “Social Marketing?”</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1/28</td>
<td>Persuade</td>
<td>Topic proposal due, get into pairs</td>
</tr>
<tr>
<td>3</td>
<td>2/4</td>
<td>Plan</td>
<td>Pair Assignment #1</td>
</tr>
<tr>
<td>4</td>
<td>2/11</td>
<td>Support</td>
<td>Pair Assignment #2</td>
</tr>
<tr>
<td>5</td>
<td>2/18</td>
<td>Crunch</td>
<td>Pair Assignment #3</td>
</tr>
<tr>
<td>6</td>
<td>2/25</td>
<td>Write</td>
<td>Pair Assignment #4</td>
</tr>
<tr>
<td>7</td>
<td>3/3</td>
<td>Speak</td>
<td>Pair Assignment #5</td>
</tr>
<tr>
<td>8</td>
<td>3/10</td>
<td>Campaign Development</td>
<td>Collection #1 Campaign Journal Due</td>
</tr>
<tr>
<td>9</td>
<td>3/17</td>
<td><strong>Spring Break</strong></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>3/24</td>
<td>SARC Campaign New Business</td>
<td>Teams selected, summary due</td>
</tr>
<tr>
<td>11</td>
<td>3/31</td>
<td>Campaign Development</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>4/7</td>
<td>Campaign Development</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>4/14</td>
<td>Consultations (Required)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>4/21</td>
<td>Consultations (Optional)</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>4/28</td>
<td>Consultations (Optional)</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>5/5</td>
<td>Campaign Pitches</td>
<td>Collections Due! Evaluations Due!</td>
</tr>
</tbody>
</table>
What Are We Doing?

This class is out of 1,000 points.

Overall...

the focus of this course is for you to develop a portfolio of work that might be used to get yourself a job in an area outside of traditional consumer behavior or used in conjunction with your other, branded work to exhibit your diversity as an adv/comm/marketing person. Each of you will turn in a set of work at the end of the semester that shows the culmination of progress throughout the semester. In doing this, there isn’t a way to leave this class with either the very legit start to a portfolio or a nice, complementary chunk to your existing portfolio.

16 weeks is a long time. Let’s use it wisely.

Collection #1: Your Call

Topic: You Decide

300 points

What are you passionate about? This topic is up to you with two caveats: One, your target audience must be someone outside of college students (older/younger/less educated, etc.). Two, your topic cannot be on substance abuse (alcohol/cocaine/Adderall/marijuana/etc.), nor can it be on recycling (see below for my reasoning!).

- Proposed topics due 1/28
  - Give me three social marketing topics you’d be interested in working for you individual project. I will look at these and point to one I think might be the best fit. You can take or leave my feedback, it is only to help you!
- Campaign journal due 3/10 – See description below
  - 200 points
- Final campaign – See description below
  - 100 points
Collection #2: Work Husband/Wife (Small Agency)

**Topic:** Recycling at UNT

**300 points**

- Get into pairs on 1/28
  - I will assign these partners
- Pair assignments
  - These will be completed and submitted in class as outlined in calendar
  - Each worth 30 points = 150 total
  - You will receive feedback from me to help contribute to your final campaign for this project. By spring break you will have a lot of thought already put into this project.
- Partner evaluation due 5/5
  - You will evaluate your partner on their contributions throughout the semester
  - Rubric included in the syllabus
  - Your partner’s evaluation of you is worth 50 points
- Final campaign – See description below
  - 100 points

Collection #3: Class Collective (Large Agency)

**Topic:** Substance Abuse Resource Center (SARC) at UNT

**300 points**

- Summary on 3/24
  - After the client pitch, your team will collate notes and summarize initial ideas
  - 50 points
- Partner evaluation due 5/5
  - Your team members’ evaluation of you is worth 50 points
  - Rubric included in the syllabus
- Required check in
  - All groups are required to meet with me on 4/14
  - We will create appointments during class for these meetings
  - You will be assessed on the amount of content you have at this meeting
  - 50 points
- Presentation
  - On 5/5 you will pitch your campaign idea to our client in-person with your team
  - Each team will get 10 minutes to pitch their ideas
  - 50 points
- Final campaign – See description below
  - 100 points
Further Assignment Details:

Final Campaign Executions (300 points)

You will have a set of three final campaign proposals due on 5/5 (the last day of class). For each campaign proposal you will turn in a one-page, single-spaced paper describing the process of coming up with the campaign, a projected budget, choice of medium and projected effectiveness, as well as a one-page description/drawing/explanation/rough execution for a print version of this campaign and a one-page description/drawing/explanation/rough execution for a social/new media version of this campaign. Thus, for each of your three campaigns you will have three pages – a written description, a print campaign rough and a digital campaign rough, for a total of 9 pages.

In your description you should give me an idea of how you incorporated the six skills into the making of your campaign and what makes your idea different from others’. For your two roughs (print/digital) I just want to get an idea of what the campaign would look like – what medium, how would it run, etc. You don’t need to be a perfect artist – it is a thoughtful rough that will get you a higher grade.

Your final campaigns that come out of your pair and your team will be the same. Your pair and team should work together to finish your campaign roughs and your one-page paper. We’ll talk about this more as we get started in the semester.

Collection #1 Campaign Journal Due 3/10 (200 points)

We’ll be covering six essential skills in this course (Persuade, Plan, Support, Crunch, Write, & Speak). For each of these class periods, you should have a corresponding “journal entry” about the use of this skill to build your final campaign. Each journal entry should be one page, typed, using Times New Roman font (size 12). Ideally you will write each journal entry after we complete class that week rather than trying to cram this all in right before it is due. That would be the smart way to do this project. I will be able to tell if you tossed this together at the last minute.

The purpose of this journal is to give me some insight into your line of thinking for your final version of this campaign. I can give you feedback on the content you give me so that you end up with a thoughtful final campaign.

Note that this journal is due (a paper, hard copy) on the Thursday before spring break. Plan accordingly. You may turn your journal in early if you are not going to be in town that day.

We’ll discuss this further in class and I will show an example.

Collection #2: Pair Assignments

Generally, groups that give me thoughtful and innovative yet supported assignments will receive the best grades. I don’t offer example assignments in this case because I really want you to stretch your minds rather than fitting yourself in the “just good enough” box.
# Team Member Evaluation Rubric

Person’s Name: _______________________________________

<table>
<thead>
<tr>
<th>Item</th>
<th>% of the time out of 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Was always in class.</td>
<td></td>
</tr>
<tr>
<td>Was easy to get in touch with.</td>
<td></td>
</tr>
<tr>
<td>Really contributed their “fair share” to every group assignment.</td>
<td></td>
</tr>
<tr>
<td>Understood the assignments and deadlines.</td>
<td></td>
</tr>
<tr>
<td>Went above and beyond.</td>
<td></td>
</tr>
<tr>
<td>Contributed to group discussions.</td>
<td></td>
</tr>
<tr>
<td>Helped to keep the group on track.</td>
<td></td>
</tr>
<tr>
<td>Was on time and involved.</td>
<td></td>
</tr>
<tr>
<td>Had good ideas.</td>
<td></td>
</tr>
<tr>
<td>Was always at meetings outside of class.</td>
<td></td>
</tr>
</tbody>
</table>

Overall, this person contributed ______% to our team as a whole throughout the semester.

This overall number should correspond to the number of people in your group and should add up to 100%. For example, if you have 4 group members and you each did an equal amount of work, you should each receive 25%. 
Below is content from our department.

I am required to post this content in my syllabus:

**JOURNALISM REQUIREMENTS & GUIDELINES**

**JOURNALISM COURSE REGISTRATION**

• Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.

• By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.

• A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

**RE-TAKING FAILED JOURNALISM CLASSES**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**TEXTBOOK POLICY**

The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**FIRST CLASS DAY ATTENDANCE**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

**OFFICE HOURS**

I’ll be in my office from 12:30-3:00 PM on Tuesdays; other office hours are available by appointment. My virtual office is always open; just email me, and I promise I will do my very respond within 24 hours, except on weekends...also, I do not answer emails for which the content is clearly specified in the syllabus.
ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit http://financial.aid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

IMPORTANT SPRING 2016 DATES

SPRING 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19, 2016</td>
<td>First Class Day</td>
</tr>
<tr>
<td>February 2, 2016</td>
<td>Beginning this date, a students may drop a course only with written consent of instructor.</td>
</tr>
<tr>
<td>February 26, 2016</td>
<td>Last day for student to receive automatic grade of W for nonattendance.</td>
</tr>
<tr>
<td></td>
<td>Last day for change in pass/no pass status.</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>February 27, 2016</td>
<td>Beginning this date, instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>March 14-20, 2016</td>
<td>Spring Break (no classes)</td>
</tr>
<tr>
<td></td>
<td>Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.</td>
</tr>
<tr>
<td>April 5, 2016</td>
<td>Last day to drop with either W or WF.</td>
</tr>
<tr>
<td></td>
<td>Last day for a student to drop a course with consent of the instructor.</td>
</tr>
<tr>
<td>April 18, 2016</td>
<td>Beginning this date a student who qualifies may request an Incomplete, with a grade of I.</td>
</tr>
<tr>
<td>April 22, 2016</td>
<td>Last day to Withdraw (drop all classes).</td>
</tr>
<tr>
<td></td>
<td>Last day for an instructor to drop a student with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>May 5, 2016</td>
<td>Last Class Day</td>
</tr>
<tr>
<td>May 6, 2016</td>
<td>Reading Day (no classes).</td>
</tr>
<tr>
<td>May 7 – 13, 2016</td>
<td>Final Exams.</td>
</tr>
</tbody>
</table>

**ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

```
Individual Faculty Member/Advisor
  ↓
Director, Mayborn School of Journalism
  ↓
Dean, Mayborn School of Journalism
```
OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. For any project for which academic dishonesty is determined, including assignments, papers, etc. (everything you get a grade for), you will receive a zero for that assignment and, in some cases, further grade reductions (such as an F in the course) will be administered on a case-by-case basis, depending on the severity. We will discuss cheating and plagiarism in class to see if you have any questions about this.
MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events,
sponsored scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W”. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at
Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

**Student Perceptions of Teaching (SPOT)**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available **April 18th – May 1st** to provide you with an opportunity to evaluate how this course is taught. For the spring 2016 semester you will receive an email on **April 18th (12:01 a.m.)** from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at [www.spot.unt.edu](http://www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu).

**STATEMENTS OF STUDENT LEARNING OUTCOMES**

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master’s program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4210, will help to meet the student learning outcomes that have been checked by your professor, Sara Champlin.

Each graduate must:

- Think critically, creatively and independently

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

- Apply tools and technologies appropriate for the communications professions in which they work