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 for this class is to show you how your skills can be used outside traditional advertising agencies, public relations firms, etc. These challenges are inherently difficult to solve, but our understanding of competition, branding, and persuasion will help us to design programs that can help promote greater social good.

**Objectives:**

- Foster understanding of marketing and strategic communication principles commonly employed to shift consumer behavior and gain stakeholder support; what works and why
- Cultivate a combination of creative thinking and strategic problem solving regarding intervention/campaign development, user experience, and understanding a target audience
- Develop and defend innovative solutions to pro-social issues within the context of primary and secondary research efforts

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

**Required Reading:** Lefebvre, R.C. (2013) *Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-Being, and the Environment*. It should be noted that our department does not require that you buy books from the campus bookstore.

**Email:** This is the best way to reach me. 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. I will use Blackboard messages to communicate with the class as a whole. Please be sure that you check your UNT email and Blackboard regularly so that you do not miss any important messages from me.
Attendance: Everyone in this class has an extremely important role. As a class we will rely on your insight to contribute to our group’s “bigger picture.” We will depend on you to bring to class your share of the work, which we’ll use to build our understanding of pro-social initiatives. We’ll do a lot in each class and it is important that you are in attendance. I will take attendance through your completion of in-class assignments and random attendance checks performed throughout the semester.

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, just as you would in the real world.

Late Work Policy: 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 during our class, at 3:45 PM (i.e., anything turned in after class starts is considered late by one day).

What Are We Doing?

This class is out of 1,000 points

Deadlines will not change and are outlined on the course calendar.

Attendance & In-Class Participation (50 points) Please see above for notes about attendance. I will take attendance throughout the semester and will note your participation regarding in-class exercises. It is important to show up to class on time, prepared, and ready to work!

Social Marketing Team Faceoff (200 points) Midway in the semester we’ll do a team faceoff project. Each team will choose one “wicked problem,” review the relevant literature on this issue, select a target audience, scan the landscape, and determine what has already been done in this area. On your assigned day, your team will make a case for why the problem is important and needs addressing through a 15 minute presentation to the class. After all teams have presented, one team/problem will be selected by the class for the final project. More information will be presented on this project after teams are solidified. The winning team has a tremendous advantage to the final project as they will already have experience looking into the challenge/topic. It will be a good idea to take solid notes during the faceoff presentations as you won’t know which topic is the focus of your final project until everyone has presented!

Volunteer Summary (100 points) You’ll see through our readings and discussions that understanding the community you are working in can be both challenging and rewarding. In this assignment, I ask that you go and volunteer with an organization so that you can begin to dive into who this organization serves, the challenges the organization faces, and what we might do to involve the community or stakeholders. This assignment is due by 3/23. You may complete and turn the assignment any time on or before this day. During the second week of class, I will offer a list of suggested organizations you might connect with (though you do not have to choose from this list) and further details required for this assignment. You may volunteer alongside other students from our course but each of you must turn in a volunteer summary.
My Own Case Study: Intervention Map, Log, & Letter (150 points) An important point to keep in mind throughout this course is that, while individual behavior change is a key focus of social marketing, there are many other aspects that contribute to social problems. For this assignment, you will select a behavior with which you personally struggle. You will be asked to record your behavior in a log for two weeks and note barriers, points of ease, etc. What is it like to try and change your behavior? Additionally, you will create a visual that depicts all of the factors and stakeholders that influence this specific behavior. You will also be tasked with writing a persuasive letter to a stakeholder or potential target audience member to convince them of why social marketing and/or the behavior/problem deserve greater attention. More information will be presented in class.

Digital or Social Media Intervention Concept (150 points) In this age of new technology it is important to discuss current digital and social media trends and how we can apply these tools to help with wicked problems. After our discussion, you will be asked to generate/conceptualize your own app, game, social media concept, etc. that shows a true connection with the mindset of your target audience. You will be asked to think about the needs of your audience and how they currently use the technology you select. How can you incorporate social marketing ideas into everyday life for your audience?

Peer Evaluation (50 points) You will be given an opportunity to rate your fellow teammates at two points during the semester. Please see course calendar for peer evaluation dates. These will be done online through a Qualtrics link. This information will be posted on Blackboard as the evaluation window approaches.

Team Member Evaluation Rubric

- Was always in class (even on lecture only days).
- Was easy to get in touch with.
- Really contributed their “fair share” to every group assignment.
- Understood the assignments and deadlines.
- Went above and beyond.
- Contributed to group discussions.
- Helped to keep the group on track.
- Was on time and involved.
- Had good ideas.
- Was always at meetings outside of class.

At this point in time, I feel that this teammate deserves an A/B/C/D/F for their contributions in team assignments.

Free response box for comments will be included.

Final Project (300 points) The problem held by the winning faceoff team will be the focus of our final project. In this final project, your team will be responsible for submitting an intervention map and innovative solutions for solving this issue. More information will be given after the topic is selected.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic(s)</th>
<th>Readings</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/19</td>
<td>Introductions. What is Social Marketing?</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>What are “Wicked Problems”? How Will You Make a Difference?</td>
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<tr>
<td>2</td>
<td>1/26</td>
<td>Aspects of Social Marketing: The Beginning of Your Toolbox</td>
<td>2</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Finding Good Background Information &amp; Discovering Complexities</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>2/2</td>
<td>An Introduction to Theory: Factors that Impact Behavior</td>
<td>3</td>
<td></td>
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<tr>
<td>4</td>
<td>2/9</td>
<td>Audiences and Reasons Why People Don’t Just Listen</td>
<td>4, 5</td>
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</tr>
<tr>
<td>5</td>
<td>2/16</td>
<td>Creating Value &amp; Strategic Positioning</td>
<td>7</td>
<td></td>
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<tr>
<td>6</td>
<td>2/23</td>
<td><strong>Social Marketing Team Faceoff #1</strong></td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>3/2</td>
<td><strong>Social Marketing Team Faceoff #2</strong></td>
<td>9</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Final project assigned based on faceoff winner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3/9</td>
<td>Consultations</td>
<td></td>
<td>Peer Eval 1 Due</td>
</tr>
<tr>
<td>9</td>
<td>3/16</td>
<td>SPRING BREAK</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>3/23</td>
<td>Persuasive Writing, Getting Stakeholders On Board, Engagement</td>
<td></td>
<td>Volunteer Summary Due</td>
</tr>
<tr>
<td>11</td>
<td>3/30</td>
<td>Strategies for Brainstorming &amp; Creative Development</td>
<td>11</td>
<td></td>
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<tr>
<td>12</td>
<td>4/6</td>
<td>Advertising Pro Social Campaigns</td>
<td></td>
<td>My Own Case Study Due</td>
</tr>
<tr>
<td>13</td>
<td>4/13</td>
<td>Digital Trends 1</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>4/20</td>
<td>Digital Trends 2</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>4/27</td>
<td>Effective Digital/Social Interventions</td>
<td></td>
<td>Digital or Social Intervention Concept Due</td>
</tr>
<tr>
<td>16</td>
<td>5/4</td>
<td>Consultations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>5/11</td>
<td><strong>Project Mixer</strong></td>
<td></td>
<td>Final Projects Due</td>
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<td></td>
<td></td>
<td></td>
<td>Peer Eval 2 Due</td>
</tr>
</tbody>
</table>
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 one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

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

Office hours are posted on Blackboard.

ATTENDANCE

Two unexcused absences 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 constitutes an absence for that day.

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.
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16, 2017</td>
<td>MLK Day (university closed)</td>
</tr>
<tr>
<td>January 13–20, 2017</td>
<td>Student-requested schedule changes may be made during add/drop.</td>
</tr>
<tr>
<td>January 17, 2017</td>
<td>First class day</td>
</tr>
<tr>
<td>January 20, 2017</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
</tr>
<tr>
<td>January 31 – April 4, 2017</td>
<td>Student may drop a course with written consent of instructor.</td>
</tr>
<tr>
<td>February 24, 2017</td>
<td>Last day for change in pass/no pass status.</td>
</tr>
<tr>
<td>February 24, 2017</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>February 25 – April 21, 2017</td>
<td>Instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>March 13-19, 2017</td>
<td>Spring break (no classes)</td>
</tr>
<tr>
<td>April 17, 2017</td>
<td>Beginning this date a student who qualifies may request a grade of I, incomplete. (See &quot;Grading system&quot; in the Academics section of this catalog.)</td>
</tr>
<tr>
<td>April 21, 2017</td>
<td>Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.</td>
</tr>
<tr>
<td>May 3–4, 2017</td>
<td>Pre-finals days</td>
</tr>
<tr>
<td>May 4, 2017</td>
<td>Last class day</td>
</tr>
<tr>
<td>May 5, 2017</td>
<td>Reading day (no classes)</td>
</tr>
<tr>
<td>May 6–12, 2017</td>
<td>Final examinations</td>
</tr>
<tr>
<td>May 12, 2017</td>
<td>End of term</td>
</tr>
<tr>
<td>May 12–13, 2017</td>
<td>Graduation ceremonies</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](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 this course, the policy regarding any academic dishonesty is zero tolerance. We will spend time in class discussing how to properly cite sources and how to attribute credit in cases of adapted work. You will receive a grade of a “0” for any assignment where academic dishonesty or inappropriate citations are determined. If I deem that major offenses have occurred, it is possible for a student to receive a “0” in the course.

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.

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).

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, 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 insure 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 www.my.unt.edu. 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 Apr. 17 – May 4 to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (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 or email spot@unt.edu.

Acceptable Student Behavior:

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 Dean of Students 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

**SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. Renee LeClaire McNamara is UNT’s Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

**Statement of Student Learning Outcomes**

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:

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve