

# INTEGRATED STRATEGIC COMMUNICATION, MINOR

## Liberal Arts (Code 585-403)

| Code  | Title  | Credits   |
|---|--|-----------|
| Twenty-four semester credits, including:  |  |           |
| CJ 184  | Multimedia Communication                           | 3         |
| CJ 260  | Introduction to Integrated Strategic Communication | 3         |
| CJ 300  | Research Methods                                   | 3         |
| CJ 362  | Strategic Media Planning                           | 3         |
| CJ 373  | Writing for Integrated Strategic Communication     | 3         |
| CJ 413  | Media Law and Ethics                               | 3         |
| CJ electives: six credits (only one of CJ 202 or CJ 203 may count toward elective credits in the minor) |  | 6         |
| <b>Total Credits</b>  |  | <b>24</b> |

Note: No major or minor credit may be earned under the S/U option.

## Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

*(Outcomes from the Accrediting Council on Education in Journalism and Mass Communication)*