

## Required Classes for all JMS Majors

**JMS 200    JMS 210    JMS 220    JMS 494**

<b>ACEJMC Competencies / JMS Program Learning Outcomes</b>				
1. Understand/apply principles/laws of freedom of speech/press	I	I	I	D
2. Understand role of professions/institutions	I	I	I	M
3. Understand diversity on global level (combines two ACEJMC competencies)	I	I	I	D
4. Understand/use theories of information	I	I	I	I
5. Understand ethical principles	I	I	I	M
6. Think critically, creatively, and independently	I	I	I	M
7. Conduct research and evaluation		I	I	M
8. Write clearly, correctly		I	I	M
9. Critically evaluate for accuracy, fairness, clarity, style		I	I	D
10. Use numerical, statistical concepts	I	I	I	I
11. Apply relevant tools, technologies		I	I	D

## Curriculum Map for Advertising Major

	Level #1			Level #2		Level #3
	JMS 310W	JMS 460	JMS 462	JMS 562	JMS 560	JMS 565
<b>ACEJMC Competencies/ JMS Program Learning Outcomes</b>						
1. Understand/apply principles/laws of freedom of speech/press	D	M				
2. Understand role of professions/institutions	D	D	D	D	D	M
3. Understand diversity on global level (combines two ACEJMC competencies)	D	M	M	M		M
4. Understand/use theories of information		D	D	M	M	M
5. Understand ethical principles	D	D		D	D	M
6. Think critically, creatively, and independently	D	D	D	M	M	M
7. Conduct research and evaluation	D	D	D	M	M	M
8. Write clearly, correctly	D	D	D	D	M	M
9. Critically evaluate for accuracy, fairness, clarity, style	D		D	D	D	M
10. Use numerical, statistical concepts	D	D	D		M	M
11. Apply relevant tools, technologies	D		D	D	D	M

## Curriculum Map for Journalism Major

	Level #1				Level #2		Level #3
	JMS 310W	JMS 489	JMS 300	JMS 315	JMS 420	JMS 430	JMS 550
<b>ACEJMC Competencies/ JMS Program Learning Outcomes</b>							
1. Understand/apply principles/laws of freedom of speech/press	D		D	D	D	D	M
2. Understand role of professions/institutions	D	D	D	D	D	D	M
3. Understand diversity on global level (combines two ACEJMC competencies)	D		D	D	D	D	M
4. Understand/use theories of information		D	I	D	D		
5. Understand ethical principles	D	D	D	D	D	D	M
6. Think critically, creatively, and independently	D	D	D	D	D	D	M
7. Conduct research and evaluation	D	D	D	D	D	D	M
8. Write clearly, correctly	D	D	D	D	D	D	M
9. Critically evaluate for accuracy, fairness, clarity, style	D	D	D	D	D	D	M
10. Use numerical, statistical concepts	D	D	D	D	D	D	M
11. Apply relevant tools, technologies	D	D	D	D	D	D	M

## Curriculum Map for Media Studies Major

	<b>Level #1</b>			<b>Level #2</b>		<b>Level #3</b>
	<b>JMS 489</b>	<b>JMS 315</b>	<b>JMS 408</b>	<b>418/428<sup>1</sup></b>	<b>JMS 472</b>	<b>JMS 492</b>
<b>ACEJMC Competencies/ JMS Program Learning Outcomes</b>						
1. Understand/apply principles/laws of freedom of speech/press		D			D	M
2. Understand role of professions/institutions	D	D	D			M
3. Understand diversity on global level (combines two ACEJMC competencies)		D	D		D	M
4. Understand/use theories of information	D	D	D	D	D	M
5. Understand ethical principles	D	D	D	D	D	M
6. Think critically, creatively, and independently	D	D	D	D	D	M
7. Conduct research and evaluation	D	D	D	D	D	M
8. Write clearly, correctly	D	D	D	D	D	M
9. Critically evaluate for accuracy, fairness, clarity, style	D	D	D	D	D	M
10. Use numerical, statistical concepts	D	D		M	M	
11. Apply relevant tools, technologies	D	D		M	M	M

<sup>1</sup> Students take one of these two classes  
SCHOOL OF JOURNALISM & MEDIA STUDIES

## Curriculum Map for Public Relations Major

	Level #1			Level #2		Level #3
	JMS 310W	JMS 489	JMS 480	JMS 481	JMS 581	JMS 585
<b>ACEJMC Competencies/ JMS Program Learning Outcomes</b>						
1. Understand/apply principles/laws of freedom of speech/press	D		D	D		M
2. Understand role of professions/institutions	D	D	D	D	D	M
3. Understand diversity on global level (combines two ACEJMC competencies)	D		D	D	D	M
4. Understand/use theories of information		D	D	D	M	M
5. Understand ethical principles	D	D	D	D	M	M
6. Think critically, creatively, and independently	D	D	D	D	D	M
7. Conduct research and evaluation	D	D	I	D	M	M
8. Write clearly, correctly	D	D	D	M	D	M
9. Critically evaluate for accuracy, fairness, clarity, style	D	D	I	D	M	M
10. Use numerical, statistical concepts	D	D	I	D	M	
11. Apply relevant tools, technologies	D	D	D	D	D	M