

PROGRAM/CO-CURRICULAR UNIT MISSION /VISION/GOALS STATEMENTS

0LVVLRQ 6WDWHPHQW

7KH 6FKRRO RI &RPPXQLFDWLRQ DQG -RXUQDOLVP IRVWHUV WK
LQGXVWU\ OHDGHUV VFKRODUV SURIHVVLRQDOV HQWUHSUHQ
SUDFWLFH DQG RSSRUWXQLWLHV

Vision Statement

7R EH D OHDGHU LQ WKH ILHOGV UHSUHVHQWHG E\ WKH 6FKRRO

Core Values

3HRSOH &HQWHUHG

x ,PSURYH WKH TXDOLW\ RI OLIH DQG ZHOOEHLQJ RI FLWLJH
'DNRW\H QDWLRQ DQG WKH ZRUOG WKURXJK SURIHVVLRQ
GHPRFUDWLF GLDORJXH

x 'HPRQVWUDWH HPSDWK\ IRU RQH DQRWKHU

&UHDWLYLW\

x (QFRXUDJH VXFFHVV LQ VFKRODUVKLS DUWLWLF JURZWK
WKURXJK UHIOHFWLYH SUDFWLFH

x &UHDWLYHO\ XVH WRROV DQG WHFKQRORJLHV DSSURSULDW

InteJULW\

x 'HPRQVWUDWH DQ XQGHUVWDQGLQJ RI SURIHVVLRQDO HWK
DFFXUDF\ IDLUQHVV DQG GLYHUVLW\ DV ZHOO DV WKH SU

x 5HSUHVHQW RQHVOI KRQHVWO\ WKURXJK FULWLFDO FUHD

'LYHUVLW\

x 'HPRQVWUDWH UHVSHFW IRU WKH GLYHUVLW\ RI SHRSOHV D
FRPPXQLFDWLRQ LQ D JOREDO VRFLHW\

x 5HFRJQLJH WKH GLYHUVLW\ RI DOO OHDUQHUV

Advertising Major Outcomes

In today's evolving media landscape, advertising professionals must be more creative and strategic than ever. In this program, students develop a versatile ve t1.833(083 1.8330.024 Tw .)Tj0 Twon048 Tw 14.04C00500053004451.5

The ACEJMC professional values and competencies were updated for FALL 2022. According to ACEJMC, graduates of accredited programs must be aware of and be able to do the following:

SLO 1: Apply the principles and laws of freedom of speech and press, in a global context, and for the country which the institution that invites ACEJMC is located.

SLO 2: Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.

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MCOM 119 First Year Seminar in Communication and Journalism

Use of Information: