APPENDIX 2-B

Curriculum Matrix

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How do Hussman School of Journalism and Media required courses incorporate ACEJMC core competencies?

Every course in the school touches on every ACEJMC competency in some way. Although some competencies may not be a primary objective of the course, our instructors ensure that students are exposed to content, ideas, theories and case studies that inform understanding of all competencies.

ACEJMC Values and Competencies	Required Core Courses (All Students)			Required Ad/PR Courses (Ad/PR Students Only)*	
	MEJO 121-Introduction to Digital Storytelling	MEJO 153-Writing and Reporting	MEJO 340/341-Introduction to Media Law	MEJO 137-Principles of Advertising and Public Relations	MEJO 379-Advertising and Public Relations Research
Principles of freedom of expression					
History and role of media in society					
Diverse society and audiences					
Global cultural perspectives					
Presentation of images and information practices					
Ethical principles for communications					
Critical, creative and independent thinking					
Research methods and analysis					
Clear and precise writing					
Accuracy, fairness and clarity					
Data, numbers and statistics					
Communication tools and technology					

Since the journalism area of study branches into a variety of specializations, there are no common required courses for journalism students beyond the three in the core.

◻ Competency is a primary objective of the course　　◻ Competency is explored in some way in the course