

45-378. Promotional Culture and Democracy

Learning Outcomes

Last Updated: April 7, 2010

(PDC100308-6.2)

Course Learning Outcomes <i>(see Appendix A for more on learning outcomes)</i>	Characteristics of a University of Windsor Graduate
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
Identify the major players in promotional culture efforts in politics and governance	A. the acquisition, application and integration of knowledge
Illustrate what is meant by promotional culture in a number of contexts—issue campaigns, political campaign strategies, embedded journalism	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
Analyze the role of promotional culture in politics and governance and whether those roles promote or thwart democratic participation	C. critical thinking and problem-solving skills
Evaluate journalistic and non-journalistic approaches to political communication	D. literacy and numeracy skills
Identify the important role citizens play in sustaining a democracy and determine how well they are allowed to play that role given how a democracy is structured	E. responsible behaviour to self, others and society
Prepare and present to class a report on promotional media about their contribution to democratic governance	F. interpersonal and communications skills
Debate and discuss with class peers the meaning of various forms of promotional culture	G. teamwork, and personal and group leadership skills
N/A	H. creativity and aesthetic appreciation
Improve students ability to identify and critique promotional communications	I. the ability and desire for continuous learning