

Fall 2017

ENVS 7950-1

Environmental Campaigns

Tuesday/Thursday 12 noon-1:20 pm



Photo credit: Pam McIlhenny, USFWS

This interdisciplinary course provides an overview of communication concepts and strategies and firsthand experience in developing an outreach campaign to help address a selected environmental problem. Learn and gain skills in effective teamwork, situation analysis, objective setting, strategic communication planning and decision making, stakeholder engagement, message design and delivery, and evaluation. This course is open to and will benefit both undergraduate and graduate students of various disciplines and will be particularly useful to those with interests in science transfer, environmental education, and community outreach.

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