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Circle Park News

Communication and Information

1-2014

Circle Park News January 2014

College of Communication and Information

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January 2014

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Circle Park News

THE UNIVERSITY of TENNESSEE **UT**
KNOXVILLE
COLLEGE OF COMMUNICATION & INFORMATION

January 2014

CCI Alums/Friends Share their Time and Talent with Students

Teaming up to deliver a real-world view of a public relations firm, Cynthia Moxley, Alan Carmichael (BS/JEM '69) and Bob Wilson of Moxley Carmichael in Knoxville spoke to a group of CCI students this month. The focus of their talk was on providing students with real world examples of how to help businesses/organizations do a better job of integrating social media into their operations. They also provided students with helpful career advice during the Q&A portion of the program. [Read more](#)



CCI NEWS



Fulbright Scholars Abound at CCI

CCI has six current faculty members who have received a Fulbright during their career. These awards are in sync with UT Knoxville's goal of becoming a Top 25 public research university and are an important acknowledgement of CCI's contributions toward the attainment of that goal. [Read more](#)



Big Orange Meets Big Apple

From January 20 – 24, 24 advertising (AdvPR) and 30 journalism and electronic media (JEM) students braved the cold and snow of New York City to participate in one of the most information rich experiences of their college careers. [Read more.](#)



Teacher/Student Communication: Getting it Wright

Communication Studies Assistant Professor Courtney Wright is on a mission to help students and teachers improve their ability to communicate with each other. Find out how. [Read more](#)



Peyton Manning (BA/CS '97) Super Bowl Stories Highlight UT/CCI Legacy

Two stories covering Peyton Manning (BA/CS '97) as he prepared to compete in Super Bowl XLVIII on Feb. 2 highlight his UT experience. Four other former Vols also played in the championship game. [Read more](#)



From our Friends at the College of Business Administration

TURBOCHARGE YOUR CAREER! Professional MBA Open House – April 5, 9:30 a.m. – noon – Haslam Business Building, UT Campus The UT Knoxville Professional MBA program is the region's premier weekend-based MBA program for working professionals. Students are taught by award-winning faculty from a cutting-edge business school that understands the value of applied learning. Join us! Optional lunch with current students. ProMBA.utk.edu



Alumni News: Ackermann, Kramer, Wallen

Read the latest news about three CCI alumni: Cathy Ackermann, (BS/PR '71), Miriam Kramer (BS/JEM '11), and Missy Wallen (BA/CS '74). [Read more](#)



Faculty News: Gross

JEM Director and Professor Peter Gross has once again been selected to serve as a ratings reviewer for Freedom House's World Press Freedom Index. [Read more](#)



Student News: Spates, Wells, Harville, Johnson

Three CCI students have been recognized for their achievements and one was given the opportunity to work at Super Bowl XLVIII. [Read more](#)



Five + Tips for Creating Effective Slogans

This month a number of CCI alumni, faculty and students share tips for creating effective slogans. [Read more](#)



Beyond 5 Tips: General Rules of Thumb for Creating a Brand Slogan

David Bohan (BS/BA '70) and Kerry Graham of BOHAN Advertising go beyond five tips to provide their general rules of thumb for creating effective slogans. [Read more](#)

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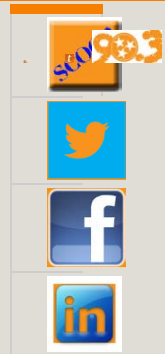
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Big Orange. Big Ideas.



Contribute to a big idea. Give to CCI.

Campus Map & Visitor Parking ▶



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- ▶ Advertising & Public Relations
- ▶ Communication Studies
- ▶ Information Sciences
- ▶ Journalism & Electronic Media

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