

**ADPR 348.1: Social Media Management and Practice  
Spring 2026**  
12:30 pm – 1:45 pm, Tuesdays and Thursdays, AJ 213B

**Ball State University  
School of Journalism and Strategic Communication**

---

**YoungAh Lee, Ph. D**

Email: [ylee4@bsu.edu](mailto:ylee4@bsu.edu)

Arts and Journalism Building, Room 330 (phone: 765-285-9105)

Office hours: T/TH 2:00 – 3:00 p.m. and by appointment, zoom (<https://bsu.zoom.us/my/ylee4>)

*Note:* Please do not hesitate to contact me—in class or outside of class—anytime you have questions or concerns. Rather than wonder, guess, or worry about course expectations, please ask. I'm available during office hours and at other times by appointment. E-mail me anytime. I promise to respond to your e-mail promptly (within 24 hours). On weekends, be aware that e-mail responses might be slower than on weekdays.

---

**© COURSE DESCRIPTION AND PURPOSE**

This course explores knowledge, skills, and strategies in social media management for journalism and strategic communications. Students focus on learning strategic approaches that build both short-term and long-term audience engagement with social media content and planning to enhance the organization's relationship with its key audiences.

Knowledge and practice of strategic social media management play a key role in campaigns and the daily work of journalism, marketing, public relations and advertising professionals. This class will integrate the growing research and best practices in the area with the digital and social media practices in these industries.

This class will have two primary components:

(1) Readings and Quiz. The fundamentals of social media management and practices will be introduced, providing the foundations for the application activities. Students will read the week's readings, materials and take a quiz so we can further our understanding of social and digital communication theories and applications.

(2) *Social Media Simternship*. Each student will work on Social Media Simternship that are simulation-based social media management tasks for a hypothetical client.

(3) Assignments and activities: Throughout the semester, you'll be given various assignments related to each chapter in our digital text, including but not limited to:

- The social media skills gap
- Auditing and developing your personal brand
- Creating a social media marketing strategy and plan
- Case Study: Facebook Marketing X-Jump Trampoline Park
- Identifying and analyzing a social media crisis
- Measuring social media ROI

Learning outcomes:

- Understanding of the value and role of strategic social media management and application to the client and the journalism and strategic communications professions.
- Understanding of social media key performance indicators and how these translate to measurable objectives and goals in social media communication practice.
- Understanding of how to use social media tools and basic planning skills to enhance the effectiveness of a communication campaign or initiative.
- Gain an ability to provide actionable insights to organizations.
- Critically analyze and articulate key media and societal issues \*
- Apply high-impact research skills to address challenges in their field of study \*

**High-Impact Undergraduate Research**

This course immerses students in high-impact undergraduate research, critically examining the role and influence of social media in society. Through weekly quizzes, structured assignments, and collaborative discussions, students develop analytical and creative skills while engaging with real-world challenges in social media management.

A key focus is conducting original research and participating in peer critiques to refine ideas and strengthen problem-solving skills. By synthesizing their findings into actionable insights, students gain practical experience and deepen connections with peers and faculty. The course culminates in a team project that integrates research, strategy, and analysis, preparing students for professional roles in social media communication.

### ACEJMC Core Values and Competencies

This course aims to achieve the following ACEJMC core values and competencies:

- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Apply tools and technologies appropriate for the communications professions in which they work

## ◎ COURSE POLICY

There will be no makeup work of any kind except for a *documented* illness, injury, or death in the family. Students *must* contact the instructor *before* the due date and time. If you miss class on a day that any work is due, you will earn zero points and cannot make up the work. If you know that you will not be able to attend a class for some *documented* reason (i.e., illness, injury, or death in the family), it is your responsibility to provide tangible evidence for your absence. Similarly, late work is not accepted. Be sure to schedule your travel plans *around* the course syllabus.

### COMMUNICATIONS

Ball State University's Canvas system will be used to post all documents necessary for this course. It is recommended that you download all of the lectures as they become available. E-mail communications from the instructor will be sent to you through the University's e-mail system. You are responsible for maintaining your inbox and regularly checking for the most recent messages. The instructor will typically respond to messages **within 24 hours** of receiving them, **with the exception of weekends and long holidays**. All grading will be returned within 2 weeks of submission.

### IN CASE OF CANCELLATION OF CLASS OR OFFICE HOURS

If a lecture or office hour is not held, you will be notified via e-mail. You are responsible for checking your e-mail for the latest information and announcements.

### ACADEMIC INTEGRITY

Your work must be your own. It is OK to ask for help when you need it, or to ask for clarification of an assignment. At all times you are expected to adhere to the highest standards of academic honesty and integrity in the preparation of all of your work. The Ball State University Student Academic Ethics Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the Policy and know that it is their responsibility to learn about the instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signatures on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort.

Cheating in any form is not tolerated, nor is assisting another person to cheat. The submission of any work by a student is taken as a guarantee that the thoughts and expressions in it are the student's own except when properly credited to another.

Plagiarism or fabrication of any portion of an assignment will result in an "F" for that assignment and may result in an "F" for the course or be referred to the director of the school with a recommendation of suspension or expulsion. When you are presenting evidence for an argument, it is your responsibility to attribute the source of that evidence, whether it is quoted word for word or paraphrased. Failure to do so will be treated as plagiarism since it does not give credit for another's work. The same holds true for a line of reasoning that is not your own but is used in your argument.

**Plagiarism:** Rules and repercussions that concern plagiarism and other forms of academic dishonesty will be rigidly applied in this course. These rules specify that any work you hand in during this course must be your own unless the work results from a collaborative group effort. To further qualify the phrase "must be your own" from the prior sentence, plagiarism includes but is not limited to:

- Representing the words, ideas or data of another as your own;
- Fabricating or falsifying material from a source or citation;
- Copying the work of another student or having somebody else generate your work;
- Intentionally helping or attempting to help another student commit an act of plagiarism.

Please note that plagiarism is *\*not\** the only form of academic dishonesty. You're strongly encouraged to read the [Student Academic Ethics Policy](#) for more information.

**AI and ChatGPT:** As you work on and submit assignments this semester, know that using generative AI tools without any of your own efforts to complete your assignments is a violation of Ball State's Academic Ethics Policy unless the AI use is explicitly approved by the faculty member. In general, students may not submit any work generated by an AI program as their own. Doing so is plagiarism. Work created outside of faculty's guidelines will be considered an Academic Ethics Policy violation.

You are encouraged to use generative AI applications for all work submitted in this course. However, you must cite any AI-generated material that informed your work. Using an AI tool to generate content without proper attribution constitutes a violation of [Ball State University's Student Academic Ethics Policy](#).

The last item is probably the most common problem in student writing. It is still plagiarism if the student uses an author's key phrases or sentences in a way that implies they are his/her own, even if s/he cites the source. Other types of academic dishonesty include:

- Using or attempting to use unauthorized materials, information or study aids in any exercise, including copying with the work of other students or having other students write or co-write your assignments
- Unauthorized falsification or invention of any information, source or citation
- Representing the words, ideas, or data of another as your own
- Intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty

#### **LATE ASSIGNMENT POLICIES:**

- Written assignments are due on the assigned date at the beginning of class or at the assigned deadline time. Keep an original copy for yourself.
- There will be absolutely NO extensions on the deadline for the final project. Because of this class size, the instructor cannot change deadlines and exam dates to accommodate individual students' travel/vacation schedules. Students are advised to plan their travel schedule with the course schedule and assignment deadlines in mind.

### **© COURSE MATERIAL**

#### **Textbook**

This course will use and require the Essentials of Social Media Marketing and Social Media Simternship, which you can access and purchase by clicking on the Stukent link on our Canvas course site. When you click on the Stukent link inside the Canvas site for the first time, it will take you to the paywall. Then, you can purchase the course material directly from Stukent. After your purchase, please always log in to Canvas first and then click the Stukent tab inside Canvas.

1. Charello, M. *Essentials of Social Media Marketing, Stukent (Recommended)*
2. *Social Media Simternship (Social media marketing simulation), Stukent (Required)*

If you bump into any technical issues, please email or call the Stukent support team (we brand them as virtual TA) with any questions or concerns related to Stukent (<https://www.stukent.com/virtual-ta/>, virtualta@stukent.com or 1-855-788-5368, M-Sat).

Additional readings will be supplemented throughout the semester. These readings are posted on Canvas under Readings.

### **© COURSE REQUIREMENTS**

This course is set up to combine both theory and practice, which is why the following assignments are designed to illustrate your understanding of the concepts and critical ideas we read about and discuss in class, as well as put the theory into practice with hands-on assignments throughout the semester.

#### **12 Weekly quizzes** (individual, 120 points)

This weekly quiz is based on our assigned readings and will be taken during class time.

#### **6 Assignments** (individual, 300 points)

You will gain knowledge and skills by working for a given time to investigate and respond to an authentic, engaging, and complex question, problem, or challenge. Assignments will be different depending on the week's topic and tools they were asked to learn.

#### **7 Social Media Simternship** (individual, 300 points)

Social Media Simternship will give students a taste of what running a social media marketing campaign for a business is like. Students will run the social media marketing strategy for Buhi Supply Co., an e-commerce and retail bag supplier. It specializes in backpacks, purses, wallets, satchels, and duffel products. Its business goals are to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices.

Buhi aims to design functional bags that evoke nostalgia, bags with enough personality for even the choosiest of Millennials. This goal has been a driving factor that has helped Buhi's sales grow significantly since it was founded in 2009. A student's role as the social media manager is to help Buhi reach this goal by increasing the number of visitors to its website and furthering its relationship with its audience. There are twelve rounds to the simulation wherein students will be required to create seven to 12 social media posts per week per platform or one to two per day. A round will be completed each week of the semester for a total of 12 weeks. Students will be responsible for analyzing their content's performance to determine the optimal number of posts for each platform, and the channels they believe will best promote Buhi products. Students will also have a \$5,000 weekly social media advertising budget to promote posts.

#### **1 Social media marketing communication plan with final analysis/recommendations** (team, 200 points)

The final project will be to create a social media plan and summary of recommendations for Buhi Supply Co as a team of a maximum of 4.

**Participation and Attendance** (individual, 80 points)

Participation is an integral part of this class. Excellent participation includes active involvement in class discussion as well as the demonstration of the master of the required readings in the class.

You are also expected to complete the reading assignments in advance and to actively participate in class discussions. Active participation means providing meaningful discussion points, illustrating your understanding of the readings, and providing examples from the industry.

\* As part of this High-Impact Undergraduate Research course, final team project research and campaign assignments will be uploaded to a shared OneDrive folder after the submission deadline. This will allow you to explore and reflect on your peers’ work, fostering collaborative learning and insight sharing. (Access requires logging in with your BSU account.) Additionally, student teams are encouraged to present their final projects at the BSU Student Symposium or submit them to national competitions, providing opportunities to showcase their research and campaign strategies to a broader audience.

**Attendance Policy**

The class meets two times weekly. You are expected to attend every class. Notify me in case of medical reasons or emergencies before the class. Unexcused absences will reduce your final grade. If you miss more than **four** classes in the semester, excused or unexcused, any additional absence will result in one-letter grade down from your final grade. If you miss more than **seven** classes total in this course, you automatically receive F in this class and are advised to drop the course.

While participation is welcomed and encouraged, you are expected to respect other people’s opinions and refrain from dealing insensitively with your peers.

*Notes:*

1. In the case of borderline final grade averages, participation and attendance will determine which grade you receive. As much as a letter grade will be deducted from your final averages for excessive absences.
2. Participation grade
  - A: excellent participation with insightful comments and active engagement in discussions
  - B: good participation with good comments and engagement
  - C: average participation that better contribution is needed
  - D: less than average participation with a minimum contribution to the discussion
  - E: very poor or no participation: barely contributing to the class discussion or no participation at all

**◎ COURSE EVALUATION CRITERIA AND PROCEDURES**

Your final grade in the course will be determined based on the following:

**ASSIGNMENTS AND GRADING:**

<i>Assignment</i>	<i>Points</i>	<i>Percentage of Grade</i>
12 Weekly quiz	120	12%
6 Assignments	300	30%
7 Social Media Simternship	300	30%
1 Team social marketing comm	200	20%
Attendance/Participation	80	8%
<i>Totals</i>	<i>1000</i>	<i>100%</i>

**Final grades will be determined by adding up the points for all assignments and attendance.**

A	945-1000 = above 95%	C	725-764 = 73-76%
A-	895- 944 = 90-94%	C-	695-724 = 70-72%
B+	865- 894 = 87-89%	D+	665-694 = 67-69%
B	825- 854 = 83-86%	D	625-664 = 63-66%
B-	795- 824 = 80-82%	D-	595-624 = 60-62%
C+	765- 794 = 77-79%	F	0- 594 = below 59%

The University’s system of plus and minus grades will be used:

- SUPERIOR (A/A-) - Represents achievement that is outstanding relative to the level necessary to meet course requirements. This work is superior in every respect, and represents the highest level of achievement. Its quality is so good that it would unreasonable to ask a college student to improve upon it. PLEASE NOTE: EFFORT DOES NOT EQUAL EXCELLENCE.

- ABOVE AVERAGE (B+/B/B-) - Represents achievement that is significantly above the level necessary to meet course requirements. Not only were all the basic expectations met, but they also exceeded minimum expected quality levels. This work probably showed one or more of the following characteristics: excellent understanding of the class material, excellent application of writing to practice, and unusual thoroughness in thought and preparation.
- AVERAGE (C+/C/C-) - Represents achievement that meets the course requirements in every respect. This score does not indicate any shortcomings. All the work was done adequately and completely, and the work showed basic understanding and mastery of the course material and competent writing.
- BARELY PASSING (D) - Represents achievement that is worthy of credit even though it does not fully meet course requirements. While there was merit to what was done, there were also deficiencies that meant the work did not fully meet the minimal expectations.
- FAILURE (F) – represents an achievement that is unworthy of credit for the course
- In case you want to appeal your final grade, please find more information from the link [www.bsu.edu/associateprovost/gradeappeal](http://www.bsu.edu/associateprovost/gradeappeal).

## © COURSE SCHEDULE

### **Week 1: Course overview & Introduction to social media marketing communication (Jan 6 & 8)**

Readings:

- Essentials of social media marketing (ESM), Ch. 1

Quiz 1

- Student quiz on Ch. 1 (During class time)

Assignment 1 (due by 11:59 p.m., Jan 18):

- Go to indeed.com or any career website and look up jobs on social media. Then, submit your answers to the assignment questions.

\* Please sign up for Social Media Simternship

### **Week 2: Developing your personal brand (Jan 13 & 15)**

Readings:

- Essentials of social media marketing (ESM), Ch. 2

Quiz 2

- Student quiz on Ch. 2 (During class time)

Assignment 2:

- Start personal brand assignment (personal brand worksheet & audit of a personal brand)

### **Week 3: Social media marketing communication strategy (Jan 20 & 22)**

Readings:

- Essentials of social media marketing (ESM), Ch. 3

Quiz 3

- Student quiz on Ch. 3 (During class time)

Assignment 2:

- Personal brand assignment (due by 11:59 p.m., Jan 25)

### **Week 4: Social media advertising (Jan 27 & 29)**

Readings:

- Essentials of social media marketing (ESM), Ch. 17

Quiz 4

- Student quiz on Ch. 17 (During class time)

Assignment 3:

- Simternship audience analysis assignment (due by 11:59 p.m., Feb 1)

### **Week 5: Social media analytics and measuring ROI (Feb 3 & 5)**

Readings:

- Essentials of social media marketing (ESM), Ch. 18

Quiz 5

- Student quiz on Ch. 18 (During class time)

Social Media Simternship Round 1 (due by 11:59 p.m., Feb 8)

### **Week 6: Marketing communication with Pinterest and LinkedIn (Feb 10 & 12)**

Readings:

- Essentials of social media marketing (ESM), Ch. 8 & 9

Quiz 6

- Stukent quiz on Ch. 8 & 9 (During class time)

Assignment 4:

- LinkedIn profile exercise (due by 11: 59 p.m., Feb 15)

**Week 7: Marketing communication with Youtube (Feb 17 & 19)**

Readings:

- Essentials of social media marketing (ESM), Ch. 10

Quiz 7

- Stukent quiz on Ch. 10 (During class time)

Social Media Simternship Round 2 (due by 11:59 p.m., Feb 22)

**Week 8: Blogs, vlogs, podcasts and webinars (Feb 24 & 26)**

Readings:

- Essentials of social media marketing (ESM), Ch. 12

Quiz 8

- Stukent quiz on Ch. 12 (During class time)

Assignment 5:

- Start working on Blog/Article Assignment

Social Media Simternship Round 4 (due by Mar 1)

**Week 9: Spring Break (Feb 27 – March 7)**

**Week 10: Marketing communication with Facebook & Instagram (Mar 10 & 12)**

Readings:

- Essentials of social media marketing (ESM), Ch. 4 & 5

Quiz 9

- Stukent quiz on Ch. 4 & 5 (During class time)

Assignment5:

- Blog/Article assignment due (due by Mar 15)

**Week 11: Marketing communication with X/Twitter and Snapchat (Mar 17 & 19)**

Readings:

- Essentials of social media marketing (ESM), Ch. 6 & 7

Quiz 10

- Stukent quiz on Ch. 6 & 7 (During class time)

Social Media Simternship Round 5 (due by Mar 22)

**Week 12: Social media marketing communication campaigns (Mar 24 & 26)**

Readings:

- Essentials of social media marketing (ESM), Ch. 13

Quiz 11

- Stukent quiz on Ch. 13(During class time)

**Week 13: Influencer marketing communication with social media (Mar 31 & Apr 2)**

Readings:

- Essentials of social media marketing (ESM), Ch. 14

Quiz 12

- Stukent quiz on Ch. 14 (During class time)

Social Media Simternship Round 7 (due by April 5)

Form a group for your final social media report team project and email team members' names to [ylee4@bsu.edu](mailto:ylee4@bsu.edu). Maximum 4 per group.

Assignment 6: Influencer marketing assignment (due by April 6)

#### **Week 14: Employee advocacy (April 7 & 9)**

Readings:

- Essentials of social media marketing (ESM), Ch. 15

Social Media Simternship Round 8 (due by April 12)

#### **Week 15: Social media policies and crisis response plan (April 14 & 16)**

Readings:

- Essentials of social media marketing (ESM), Ch. 16

Social Media Simternship Round 10 (due by 11: 59 p.m., April 19)

#### **Week 16: Team final social media plan presentation (April 21 & 23)**

Each team will be presenting its final analysis and recommendations for Buhi. Each presentation mustn't exceed 15 minutes.

#### **Week 17: Final Exam (April 28 & 30)**

Your final exam will be replaced by the team's final social media plan (due by 11:59 p.m., April 30).

\*This is a tentative schedule and is subject to change.

## **© SCHOOL OF JOURNALISM AND STRATEGIC COMMUNICATION STATEMENT**

### **University Statement**

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.

### **Disability Statement**

If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's [Disability Services](#) office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or [dsd@bsu.edu](mailto:dsd@bsu.edu).

### **Absences for University Activities**

The University expects its departments and programs that take students away from class meetings to schedule such events in a way that will minimize hindrance of orderly completion of course requirements. Such units must provide a written statement to the students describing the activity and stating the dates of the required absence as precisely as possible. The involved students must deliver this documentation to the instructor, preferably before the absence but in no event later than one week after the absence.

### **School Writing Statement**

The School of Journalism and Strategic Communication regards writing proficiency as essential to the satisfactory completion of all journalism courses. Therefore, school instructors must monitor writing performance and language usage proficiency in all journalism courses. Student grades must reflect both criteria. This means you will be graded on your spelling, punctuation and sentence structure.

### **Student Rights Links**

It is your responsibility to be familiar with your rights and responsibilities as a BSU student. Please visit the following site for relevant information: [www.bsu.edu/studentcode](http://www.bsu.edu/studentcode) Code of Student Rights & Responsibilities. This code includes appendices that contain Ball State's policies on academic dishonesty, policy and procedures for appealing final grades, student leaves for funerals, etc.

[www.bsu.edu/studentcode](http://www.bsu.edu/studentcode) Code of Student Rights & Responsibilities. This code includes appendices that contain Ball State's policies on academic dishonesty, policy and procedures for appealing final grades, student leaves for funerals, etc.

### **Freedom of Expression**

In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's [Statement on Freedom of Expression](#), the resources on Ball State's [Freedom of Expression webpage](#), and [Ball State's Beneficence Pledge](#).

### **Title IX**

Ball State University is committed to providing a safe and inclusive learning environment for all students. If you or someone you know has experienced sexual harassment—including sexual assault, dating violence, domestic violence, or stalking, please know that you are not alone. The University offers support services and resources. For more information or to report an incident, please visit [bsu.edu/titleix](http://bsu.edu/titleix) or contact the Title IX Coordinator at 765-285-1545 or at [titleix@bsu.edu](mailto:titleix@bsu.edu).

As your instructor, I am a mandatory reporter under the Title IX policy and required to report any information I receive about possible sexual harassment. This includes information shared in class discussions, assignments, or private conversations. What happens after I report? The Title IX Coordinator will email the person who experienced sexual harassment (complainant) and invite them to schedule a meeting. If the complainant chooses to meet with the Title IX Coordinator,

- Title IX Coordinator will offer supportive measures (e.g., counseling, extensions on deadlines, course-related adjustments, changes to work or class schedules, and/or referrals to campus offices), review the policy, and discuss options to move forward.
- If a complaint is filed by the complainant or the University, an investigation will begin following University policy.

### **University Grade Appeal Policy**

If you believe you received a final course grade that does not reflect your performance due to fairness or a procedural issue, you have the right to file an appeal within 5 school days after final grades are posted by the Office of the Registrar. Review the [University Grade Appeal Policy and Process](#).

### **Student Academic Ethics Policy**

Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the VPAA's [academic integrity website](#) (Students tab) for resources on understanding academic integrity, citing sources properly, and avoiding inadvertent academic dishonesty. To learn about BSU's academic integrity expectations and students' rights, please read the University [Student Academic Ethics Policy](#).

Academic integrity violations include giving or receiving an unfair academic advantage (cheating), presenting someone else's ideas or work as your own (plagiarism), and falsifying academic records. Unless otherwise indicated, you must work independently by yourself. Check with me if you are unsure whether something constitutes academic dishonesty. Examples of academic integrity violations include but are not limited to:

- Using resources not authorized by the faculty member (including devices, AI tools, hidden notes, and open books)
- Using commercial study websites to find answers to graded assignments (Chegg, Course Hero, StudyPool, OneClass, etc.).
- Without the instructor's written permission, giving away, buying, or selling graded assignments class notes, exams, study guides, or other course materials to other students or to third-party vendors (Course Hero, Chegg, 24HourAnswers, etc.).
- Working with another person on any assignment other than authorized group projects.
- Sharing or allowing others to access your files, whether done with permission or not.
- Reusing your own work from another semester, course, or section.
- Sharing answers with others during exams (passing notes, texting, whispering, gesturing)
- Discussing exam questions and answers with students who have not taken the exam.
- Soliciting others to complete work for you.

### **The Learning Center**

The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. Students can make appointments for online (Zoom) or in-person (NQ 350) appointments. To make an appointment, visit [myballstate.bsu.edu](http://myballstate.bsu.edu) and click on “Navigate” in the Academic Tools section, or just go directly to [bsu.navigate.eab.com](http://bsu.navigate.eab.com).

Testing accommodations for students with disabilities are available for students who have received the appropriate documentation from Disability Services. Tests may be administered in the Learning Center.

Supplemental Instruction is available in select courses. If you have an SI leader for your course, that person will provide students with information the first week of school regarding weekly study sessions. For more information about Learning Center programming, visit [bsu.edu/learningcenter](http://bsu.edu/learningcenter) or call 765-285-1006. Follow us on Instagram: [BallStateLC](https://www.instagram.com/BallStateLC).

### **The Writing Center**

All writers improve with practice and feedback, so as a student in this course, you are encouraged to use the Writing Center (in Robert Bell 295 during weekdays, Bracken Library First Floor West in the evenings, or online during any of our regularly scheduled hours) to get additional feedback on your writing.

The Writing Center offers free planning, feedback, and accountability sessions (in person and online) to all students composing essays, reports, reflections, research projects, web content, lesson plans, slideshows, poster presentations, resumes, and other digital or print texts. To schedule a free appointment to discuss your writing, go to [bsu.edu/writingcenter](http://bsu.edu/writingcenter). Online and in-person appointments are available; however, plan ahead because appointments book quickly!

### **The Basic Needs Hub**

If you are having difficulty affording enough food, do not have a safe and reliable place to sleep, and/or experiencing an emergency or crisis, help is available through the [Basic Needs Hub](#). The Basic Needs Hub has information, resources, and provides individualized support to students. To talk with a supportive staff member about your experience, receive one on one assistance, or learn more about resources, you can submit a [Basic Needs Assistance Form](#).

### **The Counseling Center**

The Ball State University Counseling Center offers free and confidential services to all students. The Counseling Center is located in Lucina Hall, Room 320. To schedule an appointment, you can contact us at 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at 765-285-HOPE (4673). The Crisis Line is a mental health resource for those who are struggling with any mental health concerns, including thoughts of self-harm and/or suicide.

At the Ball State Counseling Center, we see students for a variety of reasons, some of which include homesickness, relationship concerns, anxiety, and depression. At your first appointment, you will work with a therapist to create a plan that will connect you with resources that best fit your needs. We assist students with getting connected to therapy at our Center as well as connecting students to self-help resources, other on-campus resources, and community-based resources. All Ball State students also have access to several on-demand, self-help resources through a variety of different platforms. All of these resources, including a direct link to our website, can be found [here](#).

### **The Speaking Center**

The [Speaking Center](#) is a free resource available to all members of the BSU community wanting to improve their public speaking abilities. We offer personalized coaching designed to help you become a more confident and effective speaker. Our trained coaches provide constructive feedback and support throughout the entire speech preparation process, whether you are in the early stages of brainstorming ideas and organizing your thoughts, or you need to practice your delivery and refine your message. The Center is in the David Letterman Communication and Media Building, room 302. To schedule an appointment, please access us through your Navigate app or use this [direct link](#) to sign up for a time. Appointments are available both in person and on Zoom. Appointments are available in person, on Zoom, and in virtual reality (VR) for those interested in practicing in an immersive speaking environment.

### **Emergency Preparedness – COVID-19 Plan for Students**

Ball State University will continue to focus on the safety and well-being of our students amid COVID-19. As the pandemic situation evolves, the University will steadily review policies and plans and update them when necessary in accordance with government agencies, public health officials, and the Centers for Disease Control and Prevention (CDC).

<https://www.bsu.edu/about/administrativeoffices/emergency-preparedness/pandemicfluprep/coronavirus/plans-resources/return-to-campus-plan-for-students>

### **Professional in Residence**

The School of Journalism and Strategic Communication may provide virtual professional development and networking seminars each semester to provide industry insight and encouragement for our student majors. These events provide an opportunity for you to connect classroom instruction with current professional practices. They also help expand your professional network. The school may offer in-person and/or Zoom presentations.