Communication Studies Program Goals and Student Learning Outcomes

Major: Communication Studies: Broadcasting and Digital Media, B.S.

Goal 1: To develop understanding of communication theories, core concepts, and principles applied to electronic media.

> Student Outcome 1.1: Demonstrate an understanding of communication theories, core concepts, principles and ethical standards applied to electronic media and mass communication.

Goal 2: To develop students' communication and contemporary digital media skills and techniques in a variety of contexts.

> Student Outcome 2.1: Demonstrate effective communication skills for a variety of media contexts and professional environments. (such as public speaking, small group and mass communication).
> Student Outcome 2.2: Demonstrate the ability to work with diverse individuals in a group context to complete projects.
> Student Outcome 2.3: Write effectively for a variety of electronic media.
> Student Outcome 2.4: Demonstrate effective listening skills appropriate to professional media contexts and professional environments so as to turn clients and/or employer's communication needs into media products.
> Student Outcome 2.5: Demonstrate the ability to use equipment necessary to produce and edit media of professional quality.
> Student Outcome 2.6: Demonstrate the ability to apply professional techniques and practices to produce media of professional quality.

Goal 3: To develop students' liberal arts skills and attitudes as applied to the media profession

> Student Outcome 3.1: Critically analyze media messages (their own and others) using communication theories and principles.
> Student Outcome 3.2: Demonstrate research and information literacy skills as applied to media productions.
> Student Outcome 3.3: Work with diverse groups to identify, analyze and resolve problems in a media environment.
> Student Outcome 3.4: To identify and conduct themselves in accordance with professional standards and practices.
> Student Outcome 3.5: To be able to keep up with ever-changing emerging media technologies.
> Student Outcomes 3.6: Apply critical thinking to meets the communication needs of a potential client.
> Student Outcome 3.7: Provide evidence of ethically engaged citizenship relevant to broadcast and digital media.

Course Map for B.S. Communication Studies: Broadcasting & Digital Media Major

Student Learning Outcome	COMM 200: Small Group Communication	COMM 220: Storytelling in Modern Com.	COMM 288: Sophomore Seminar	COMM 310: Persuasion	COMM 330: Mass Media & Society	COMM 488: Senior Seminar	COMM 112: Multicam Stuio Production	COMM 114: Single Cam Field Production	COM 260: Writing for Media	COMM 303: Prof. Presentations	COMM 340: Documentary Prod.	THTR 341: Acting for the Camera	COMM 350: Narrative Filmmaking	COMM 460: Transmedia Storytelling	COMM 480: Creative Workshop	COMM 162&362: B&DM Media Activities	COMM 499 Internship in Comm. Studies
1.1: Demonstrate an understanding of communication theories, core concepts, principles and ethical standards applied to electronic media and mass communication.				R	R	a	I	I	I		R		R	A	A		a
2.1: Demonstrate effective communication skills for a variety of media contexts and professional environments. (such as public speaking, small group and mass communication).		I	I	R		a		I	I	R	R		R	A	A		a
2.2: Demonstrate the ability to work with diverse individuals in a group context to complete projects.	I, R			R		a	I	I			R	R	R	A	A	I, R	a
2.3: Write effectively for a variety of electronic media.						a	I	I			R		R	A	A		
2.4: Demonstrate effective listening skills appropriate to professional media contexts and professional environments so as to turn clients and/or employers communication needs into media products.	I	I	R		R, A		I	I		R	R		R	A	A		a
2.5: Demonstrate the ability to use equipment necessary to produce and edit media of professional quality.		I				a	I	I			R		R	A	Aa	I, R	
2.6: Demonstrate the ability to apply professional techniques and practices to produce media of professional quality.		I				a	I	I			R	R	R	A	Aa	I, R	
3.1: Critically analyze media messages (their own and others) using communication theories and principles.	I	I		R		a	I	I			R		R	A	A		

2.

Student Learning Outcome (continued)	COMM 200: Small Group Communication	COMM 220: Storytelling in Modern Com.	COMM 288: Sophomore Seminar	COMM 310: Persuasion	COMM 330: Mass Media & Society	COMM 488: Senior Seminar	COMM 112: Multicam Stuio Production	COMM 114: Single Cam Field Production	COM 260: Writing for Media	COMM 303: Prof. Presentations	COMM 340: Documentary Prod.	THTR 341: Acting for the Camera	COMM 350: Narrative Filmmaking	COMM 460: Transmedia Storytelling	COMM 480: Creative Workshop	COMM 162&362: B&DM Media Activities	COMM 499 Internship in Comm. Studies
3.2: Demonstrate research and information literacy skills as applied to media productions.	I		I	I	R	a		I	I		R		R	A	A		
3.3: Work with diverse groups to identify, analyze and resolve problems in a media environment.						a	I	I			R		R	A	Aa		
3.4: To identify and conduct themselves in accordance with professional standards and practices.		I				a	I	I			R	R	R	A	A	I, R	a
3.5: To be able to keep up with ever-changing emerging media technologies.						a	I				R		R	A	A		
3.6: Apply critical thinking to meet the communication needs of potential clients.					R		I	I			R		R	A	A		a
3.7: Provide evidence of ethically engaged citizenship relevant to broadcast and digital media.		I	I		R	A, a	I	I	I		R		R	A	A		

Competency: I = Introduced (exposure to general concepts/skills)
R = Reinforced (moderate emphasis and iteration of concepts/skills)
A = Advanced (command or mastery)
a = Assessment

* The outcomes met in these courses are evaluated informally in the COMM 488 Senior Seminar course portfolio and projects.

Assessment Plan and Timetable: BS Broadcasting & Digital Media Major

Faculty member in course listed will be responsible for gathering appropriate data in his/her course and presenting it to the program for review.

Student Learning Outcome	2017-18	2018-19	2019-20	2020-21	2021-22
1.1: Demonstrate an understanding of communication theories, core concepts, principles and ethical standards applied to electronic media and mass communication.		COMM 460			
2.1: Demonstrate effective communication skills for a variety of media contexts and professional environments. (such as public speaking, small group and mass communication).				COMM480	
2.2: Demonstrate the ability to work with diverse individuals in a group context to complete projects.		COMM 488			
2.3: Write effectively for a variety of electronic media.				COMM 480	
2.4: Demonstrate effective listening skills appropriate to professional media contexts and professional environments so as to turn clients and/or employers communication needs into media products.		COMM 460			
2.5: Demonstrate the ability to use equipment necessary to produce and edit media of professional quality.		COMM 488			
2.6: Demonstrate the ability to apply professional techniques and practices to produce media of professional quality.		COMM 488			
3.1: Critically analyze media messages (their own and others) using communication theories and principles.				COMM 488	
3.2: Demonstrate research and information literacy skills as applied to media productions.				COMM 488	

3.3: Work with diverse groups to identify, analyze and resolve problems in a media environment.		COMM 488			
3.4: To identify and conduct themselves in accordance with professional standards and practices.				COMM 499	
3.5: To be able to keep up with ever-changing emerging media technologies.				COMM 488	
3.6: Apply critical thinking to meet the communication needs of potential clients.		COMM 460			
3.7: Provide evidence of ethically engaged citizenship relevant to broadcast and digital media.		COMM 460			