

Communication Studies Program Goals and Student Learning Outcomes

Major: Communication Studies B.A.

Goal 1: To develop an understanding of core communication theories and rhetorical concepts.

Student Outcome 1.1: Demonstrate an understanding of communication theories and concepts related to rhetoric, small group communication, interpersonal communication, cross-cultural communication, mass communication, storytelling, organizational communication, visual communication and/or communication ethics.

Student Outcome 1.2: Demonstrate knowledge of the history of the communication discipline.

Goal 2: To develop students' communication skills and techniques.

Student Outcome 2.1: Demonstrate effective communication skills in a variety of contexts (such as public speaking, small group, interpersonal, cross cultural, organizational, mass communication, visual communication, new media, and social media).

Student Outcome 2.2: Demonstrate effective listening skills appropriate to the purpose.

Student Outcome 2.3: Demonstrate the ability to work with diverse individuals in a group context to complete projects.

Goal 3: To develop students' critical thinking skills in a variety of communication contexts.

Student Outcome 3.1: Critically analyze communication in applied contexts using communication theories and principles.

Student Outcome 3.2: Use critical thinking skills to respond effectively to communication challenges.

Student Outcome 3.3: Demonstrate research and information literacy skills.

Student Outcome 3.4: Provide evidence of engaged citizenship.

Course Map for BA Communication Studies Major

Student Learning Outcome	COMM 112/114	COMM 161	COMM 162	COMM 200	COMM 220	COMM 230	COMM 288	COMM 303	COMM 310	COMM 330	COMM 356	COMM 360	COMM 410	COMM 488
1.1: Demonstrate an understanding of communication theories and concepts related to rhetoric, small group communication, interpersonal communication, cross-cultural communication, mass communication, storytelling, organizational communication, visual communication and/or communication ethics.	I			I, R	I, R	I, R	I	I	R, A	I, R	R, A	R, A	A, a	a
1.2 Demonstrate knowledge of the history of the comm. discipline.	I			I	I	I				R, A	R		A, a	
2.1: Demonstrate effective oral comm. skills in a variety of contexts.		I, R	I	I, R	I, R	I, R	I	R, A	I, R		A, a			A, a
2.2: Demonstrate effective listening skills appropriate to the purpose.		I		I	I	I, R		R, A	I	A	A, a	A, a		
2.3: Demonstrate the ability to work with diverse individuals in a group context to complete projects.			I	I, R		I, R		R	A	A	A, a	A, a		
3.1: Critically analyze communication in applied contexts using communication theories and principles.					I	I	I	R	RA	R, A	A	A	A, a	
3.2: Use critical thinking skills to respond effectively to communication challenges.				I		I	I	I	I	R	R	A		A, a
3.3: Demonstrate research and information literacy skills.				I		I	I	R	R	A	A	A	A, a	
3.4: Provide evidence of engaged citizenship.							I		R	R	R	R	A	a

BA Communication Studies Major Assessment Plan – February 2017

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

Assessment Plan and Timetable: BA Communication Studies 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 and concepts related to rhetoric, small group communication, interpersonal communication, cross-cultural communication, mass communication, storytelling, organizational communication, visual communication and/or communication ethics.			COMM 488 COMM 410		
1.2 Demonstrate knowledge of the history of the comm. discipline.	COMM 410				COMM 410
2.1: Demonstrate effective oral comm. skills in a variety of contexts.		COMM 488		COMM 356	
2.2: Demonstrate effective listening skills appropriate to the purpose.	COMM 360			COMM 356	
2.3: Demonstrate the ability to work with diverse individuals in a group context to complete projects.			COMM 360		
3.1: Critically analyze communication in applied contexts using communication theories and principles.	COMM 488 COMM 410				COMM 488 COMM 410
3.2: Use critical thinking skills to respond effectively to communication challenges.		COMM 488			
3.3: Demonstrate research and information literacy skills.			COMM 410		
3.4: Provide evidence of engaged citizenship.	COMM 410				COMM 488