

Communication Studies Program Goals and Student Learning Outcomes

Major: Communication Studies: Public Relations Emphasis, B.A.

Goal 1: To develop understanding of communication theories, core concepts, and principles applied public relations practice.

- Student Outcome 1.1: Demonstrate an understanding of communication theories, core concepts, principles and ethical standards applied to the public relations practice.

Goal 2: To develop students' communication skills and techniques applied to public relations practice.

- Student Outcome 2.1: Demonstrate effective communication skills in 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 public relations contexts, including work products for public speaking, print, social media, and mass media.
- Student Outcome 2.4: Demonstrate effective listening skills in order to create work products that meet projects goals and objectives.
- Student Outcome 2.5: Demonstrate the ability to create professional and effective public relations work products.

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

- Student Outcome 3.1: Critically analyze communication in public relations situations using communication theories and principles.
- Student Outcome 3.2: Demonstrate research and information literacy skills as applied to public relations practice.
- Student Outcome 3.3: Work with diverse groups to identify, analyze and resolve problems in a public relations environment.
- Student Outcome 3.4: Identify and conduct oneself in accordance with professional standards and practices.
- Student Outcome 3.5: Keep up with the trends and techniques in the ever-changing public relations environment, including new communication technologies and their use in public relations practice.
- Student Outcome 3.6: Apply critical thinking to meet the communication needs of potential clients.
- Student Outcome 3.7: Provide evidence of ethically engaged citizenship relevant to the public relations practice.

Course Map for B.A. Communication Studies: Public Relations Emphasis Major

Student Learning Outcome	COMM 112 or 114 Multi- or Single Camera Production	COMM 200 Small Group Communication	PSYCH 200 Stats for the Behavioral Sciences	COMM 210 Intro. to Public Relations	COMM 220 Storytelling in Modern Comm.	COMM 260 Media Writing	COMM 288 Sophomore Seminar	COMM 301 Risk and Crisis Comm.	COMM 303 Prof. Presentations	COMM 310 Persuasion	COMM 330 Mass Media and Society	COMM 360 Organizational Comm.	COMM 455 Public Relations Cases and Campaigns	COMM 460 Transmedia Storytelling	COMM 488 Senior Seminar	COMM 499 Internship in Comm. Studies
1.1: Demonstrate an understanding of comm. theories, core concepts, principles and ethical standards applied to the public relations practice.		I		I		I		R		R	R		R, A, a	A		a
2.1: Demonstrate effective comm. skills for a variety of media contexts and professional environments (such as public speaking, small group and mass communication).	I	I, R			I	I	I	R	R	R		R		R, A		a
2.2: Demonstrate the ability to work with diverse individuals in a group context to complete projects.	I	I, R								R		R		A, a		a
2.3: Write effectively for a variety of public relations contexts, including work products for public speaking, print, social media, and mass media.	I			I		I, R	R	R, A					A, a	A, a	a	
2.4: Demonstrate effective listening skills in order to create work products that meet projects goals and objectives.		I			I		R		R		R, A	A, a			a	
2.5: Demonstrate the ability to create professional and effective public relations work products.				I		I	R	R, A					A, a		a	
3.1: Critically analyze comm. in public relations situations using comm. theories and principles.				I		I		R		R			A, a			
3.2: Demonstrate research and information literacy skills as applied to PR practice.		I	I, R	I		I	I	I		R	R	R, A	A, a		a	

Student Learning Outcome (continued)	COMM 112 or 114 Multi- or Single Camera Production	COMM 200 Small Group Communication	PSYCH 200 Stats for the Behavioral Sciences	COMM 210 Intro. to Public Relations	COMM 220 Storytelling in Modern Comm.	COMM 260 Media Writing	COMM 288 Sophomore Seminar	COMM 301 Risk and Crisis Comm.	COMM 303 Prof. Presentations	COMM 310 Persuasion	COMM 330 Mass Media and Society	COMM 360 Organizational Comm.	COMM 455 Public Relations Cases and Campaigns	COMM 460 Transmedia Storytelling	COMM 488 Senior Seminar	COMM 499 Internship in Comm. Studies
3.3: Work with diverse groups to identify, analyze and resolve problems in a public relations environment.	I	I, R		I		I		R		R			A, a			
3.4: Identify and conduct oneself in accordance with professional standards and practices.				I		I		R	R				A, a		a	a
3.5: Keep up with the trends and techniques in the ever-changing public relations environment, including new communication technologies and their use in public relations practice.				I		I		R		R			A, a		a	a
3.6: Apply critical thinking to meet the communication needs of potential clients.			I	I				R		R			A, a			a
3.7: Provide evidence of ethically engaged citizenship relevant to the public relations practice.							I			R	R	R	A		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 ancillary courses in Marketing, Business, English and Art that are electives in the major are not included in this assessment plan as they are not in under the control of the program. The outcomes met in these courses are evaluated informally in the COMM 488 Senior Seminar course portfolio and projects.

Assessment Plan and Timetable: BA Communication Studies: Public Relations 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	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
1.1: Demonstrate an understanding of comm. theories, core concepts, principles and ethical standards applied to the public relations practice.	COMM 455	COMM 499			COMM 455	COMM 499
2.1: Demonstrate effective comm. skills for a variety of media contexts and professional environments (such as public speaking, small group and mass communication).		COMM 499				COMM 499
2.2: Demonstrate the ability to work with diverse individuals in a group context to complete projects.		COMM 499	COMM 460			COMM 499
2.3: Write effectively for a variety of public relations contexts, including work products for public speaking, print, social media, and mass media.	COMM 455		COMM 460	COMM 488	COMM 455	
2.4: Demonstrate effective listening skills in order to create work products that meet projects goals and objectives.			COMM 360	COMM 488		
2.5: Demonstrate the ability to create professional and effective public relations work products.	COMM 455			COMM 488	COMM 455	
3.1: Critically analyze comm. in public relations situations using comm. theories and principles.	COMM 455			COMM 488	COMM 455	
3.2: Demonstrate research and information literacy skills as applied to PR practice.	COMM 455				COMM 455	
3.3: Work with diverse groups to identify, analyze and resolve problems in a public relations environment.	COMM 455				COMM 455	
3.4: Identify and conduct oneself in accordance with professional standards and practices.	COMM 455	COMM 499		COMM 488	COMM 455	COMM 499
3.5: Keep up with the trends and techniques in the ever-changing public relations environment, including new communication technologies and their use in public relations practice.	COMM 455				COMM 455	
3.6: Apply critical thinking to meet the communication needs of potential clients.	COMM 455	COMM 499			COMM 455	COMM 499
3.7: Provide evidence of ethically engaged citizenship relevant to the public relations practice.				COMM 488		

The ancillary courses in Marketing, Business, English and Art that are required in the major are not included in this assessment plan as they are not in under the control of the program. The outcomes met in these courses are evaluated informally in the COMM 488 Senior Seminar course portfolio and projects.