

## **Communication Studies Program Goals and Student Learning Outcomes**

### **Major: Comm. Arts & Literature Secondary Education B.S.**

**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: Model 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: Model effective listening skills appropriate to the purpose.

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

- Student Outcome 3.1: Critically analyze communication in applied situations using communication theories and principles.
- Student Outcome 3.2: Demonstrate 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.

**Goal 4:** To develop students' pedagogical skills in the teaching of speech communication and direction of speech activities.

- Student Outcome 4.1: Demonstrate an understanding of pedagogical theories and concepts related to the teaching of communication at the secondary level.
- Student Outcome 4.2: Demonstrate skills necessary for teaching communication at the secondary level (such as writing lesson plans, teaching lessons, using media and technology, writing evaluation rubrics, evaluating student performances, and leading class discussions).
- Student Outcome 4.3: Demonstrate skills necessary for directing speech activities at the secondary level (such as writing critiques, working in a tabulation room, coaching students and scheduling a tournament).

## Course Map for BS Comm. Arts & Literature Secondary Education Major

Student Learning Outcome	COMM 161: Communication Activities: Forensics	COMM 200: Small Group Communication	COMM 220 : Storytelling in Modern Communication	COMM 230: Interpersonal and Cross Cultural Communication	COMM 303: Professional Presentations	COMM 330: Mass Media and Society	COMM 356: Argumentation and Debate	COMM 410: Communication Analysis	COMM 430: Collaborative Technology in the Learning Environment	COMM 450: Secondary Teaching Methods- Speech Communication
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	I	R, a	R	A	A, a	A	A
1.2: Demonstrate knowledge of the history of the communication discipline.		I	I	I		I	R	A, a		A, a
2.1: Model 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).	I	I	I	I	R, a		A	R	A, a	R
2.2: Demonstrate effective listening skills appropriate to the purpose.		I	I	I, R	A	I, R	A, a	A, a		
3.1: Critically analyze communication in applied situations using communication theories and principles.		I	I	I	R	I, R	R	A, a	A, a	A
3.2: Demonstrate critical thinking skills to respond effectively to communication challenges.	R	I	I, R	R	R	R	A	A, a	A	A, a
3.3: Demonstrate research and information literacy skills.	I	I			R	A, a	A, a	A	R	R
3.4: Provide evidence of engaged citizenship.			I	I	R	R	A, a			
4.1: Demonstrate an understanding of pedagogical theories and concepts related to the teaching of communication at the secondary level.	I	I	I	I	R	R	A	A	A	A, a

BS Comm. Arts & Lit Secondary Education Major Assessment Plan – February 2017

Student Learning Outcome (continued)	COMM 161: Communication Activities: Forensics	COMM 200: Small Group Communication	COMM 220 : Storytelling in Modern Communication	COMM 230: Interpersonal and Cross Cultural Communication	COMM 303: Professional Presentations	COMM 330: Mass Media and Society	COMM 356: Argumentation and Debate	COMM 410: Communication Analysis	COMM 430: Collaborative Technology in the Learning Environment	COMM 450: Secondary Teaching Methods- Speech Communication
4.2: Demonstrate skills necessary for teaching communication at the secondary level (such as writing lesson plans, teaching lessons, using media and technology, writing evaluation rubrics, evaluating student performances, and leading class discussions).		I	I	I	I	I	R, A	R	A	A, a
4.3: Demonstrate skills necessary for directing speech activities at the secondary level (such as writing critiques, working in a tabulation room, coaching students and scheduling a tournament).	I, R	I	R		R		I, R	I		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

## Assessment Plan and Timetable: BS Comm. Arts & Literature (COMM) Secondary Education 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.

<b>Student Learning Outcome</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>
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 communication ethics.	COMM 410				COMM 410
1.2: Demonstrate knowledge of the history of the communication discipline.			COMM 410		
2.1: Model 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/or social media).		COMM 356		COMM 435	
2.2: Demonstrate effective listening skills appropriate to the purpose.		COMM 356			COMM 360
3.1: Critically analyze communication in applied situations using communication theories and principles.	COMM 410				COMM 410
3.2: Demonstrate critical thinking skills to respond effectively to communication challenges.				COMM 450	
3.3: Demonstrate research and information literacy skills.	COMM 410				COMM 410
3.4: Provide evidence of engaged citizenship.		COMM 450			
4.1: Demonstrate an understanding of pedagogical theories and concepts related to the teaching of communication at the secondary level.				COMM 450	
4.2: Demonstrate skills necessary for teaching communication at the secondary level (such as writing lesson plans, teaching lessons, using media and technology, writing evaluation rubrics, evaluating student performances, and leading class discussions).		COMM 450		COMM 435	
4.3: Demonstrate skills necessary for directing speech activities at the secondary level (such as writing critiques, working in a tabulation room, coaching students and scheduling a tournament).		COMM 450			