|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Communication: Academic Program Curriculum Map** | | | | | | | | | | |
| **Core Program Courses** | **Program Level Student Learning Outcomes** | | | | | | | | | |
| PLO 1 | PLO 2 | PLO 3 | PLO 4 | PL0 5 | PL0 6 | PL0 7 | PL0 8 | PL0 9 | PL0 10 |
| COMM 102  Intro to Communication | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 133  Fundamentals of Public Address | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 166  Fundamentals of Interpersonal Communication | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 185  Business and Media Writing | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |
| COMM 198  First Year Seminar | ? | ? | ? | ? | ? | ? | ? | ? | ? | ? |
| COMM 205  Elements of Media | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 237  Small Group Communication | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 290  Communication Problems and Research Methods | **B** | **B** | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** |
| COMM 299  Travel Course |  |  |  |  |  |  |  |  |  |  |
| COMM 302  News Reporting and Writing | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** |
| COMM 304  Sports, Media, and Society | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 306  Radio Broadcasting | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 307  Television Production Techniques | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 308  Information Technologies | **D** | **D** | **D** | **P** | **P** | **P** | **P** | **P** | **D** | **D** |
| COMM 309  Mass Media Advertising | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 333  Persuasion and Argumentation | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **D** | **P** |
| COMM 335  Organization Communication | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 336  Theories of the Interview | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 340  Mediation and Conflict Resolution | **D** | **D** | **D** | **P** | **P** | **P** | **P** | **P** | **D** | **D** |
| COMM 366  Media Planning and Selling | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 370  Health Communication Campaigns and Strategies | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **D** | **P** |
| COMM 375  Communication Skills: Language of Metaphor | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 380  Communication Law | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **D** |  | **D** |
| COMM 381  Principles of Public Relations/ Corporate Communications | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 382  Public Relations Writing | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** |
| COMM 390  Sports Writing, Promotion, and Public Relations | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 396  Advanced Reporting | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 425  Digital Journalism | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 430  Information, Media and Society | **P** | **P** | **P** | **P** | **D** | **D** | **D** | **D** | **D** | **D** |
| COMM 440  Service Learning in Conflict Resolution | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 445  Human Communication Theory | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **D** | **D** | **P** |
| COMM 470  Health Communication and the Internet | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 474  Media Workshop I | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** |
| COMM 475  Media Workshop II | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** |
| COMM 477  Social Media Strategies | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 478  Honors in the Major | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 480  Cases in Communications and Media Management | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 495  Teaching Assistantship | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 496  Research Assistantship | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 497  Internship | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 498  Independent Study | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 499  Travel Course |  |  |  |  |  |  |  |  |  |  |
| *Legend: Course supports the outcome at the (B) Beginner, (D) Developing, or (P) Proficient level* | | | | | | | | | | |

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| --- | --- |
| **Program Level Student Learning Outcomes** | |
| **Basic Competencies** | |
| PLO 1 | Development of visual communication skills and concepts at a level appropriate to the student's area of emphasis. |
| PLO 2 | Development of verbal (oral) communication skills and concepts at a level appropriate to the student's area of emphasis. |
| PLO 3 | Development of written communication skills and concepts at a level appropriate to the student's area of emphasis. |
| **Critical Thinking** | |
| PLO 4 | Development of information management skills, including searching, evaluating, organizing, and presenting information appropriate to the student's area of emphasis. |
| PLO 5 | Ability to design, select appropriate methodologies, conduct, and report communication research according to standard protocols. |
| PLO 6 | Understanding of legal and ethical aspects of professional communication. |
| PLO 7 | Ability to plan, design, and evaluate communication strategies appropriate to message, communications medium/technology, and context. |
| **Professional Applications** | |
| PLO 8 | Ability to collaborate with colleagues and clients in a team-based environment to analyze problems and design and evaluate solutions. |
| PLO 9 | Ability to assemble, organize, and present a portfolio of professional communication materials appropriate to the student's area of emphasis. |
| PLO 10 | Ability to effectively synthesize images, text, and oral communication in order to achieve a professional objective. |