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| **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 102Intro to Communication | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 133Fundamentals of Public Address | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 166Fundamentals of Interpersonal Communication | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 185Business and Media Writing | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |
| COMM 198First Year Seminar | ? | ? | ? | ? | ? | ? | ? | ? | ? | ? |
| COMM 205Elements of Media | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 237Small Group Communication | **B** | **B** | **B** | **B** | **B** | **B** | **B** | **B** |  | **B** |
| COMM 290Communication Problems and Research Methods | **B** | **B** | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** |
| COMM 299Travel Course |  |  |  |  |  |  |  |  |  |  |
| COMM 302News Reporting and Writing | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** | **D** |
| COMM 304Sports, Media, and Society | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 306Radio Broadcasting | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 307Television Production Techniques | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 308Information Technologies | **D** | **D** | **D** | **P** | **P** | **P** | **P** | **P** | **D** | **D** |
| COMM 309Mass Media Advertising | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 333Persuasion and Argumentation | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **D** | **P** |
| COMM 335Organization Communication | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 336Theories of the Interview | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 340Mediation and Conflict Resolution | **D** | **D** | **D** | **P** | **P** | **P** | **P** | **P** | **D** | **D** |
| COMM 366Media Planning and Selling | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 370Health Communication Campaigns and Strategies | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **D** | **P** |
| COMM 375Communication Skills: Language of Metaphor | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 380Communication Law | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **D** |  | **D** |
| COMM 381Principles of Public Relations/ Corporate Communications | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 382Public Relations Writing | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** |
| COMM 390Sports Writing, Promotion, and Public Relations | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 396Advanced Reporting | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 425Digital Journalism | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 430Information, Media and Society | **P** | **P** | **P** | **P** | **D** | **D** | **D** | **D** | **D** | **D** |
| COMM 440Service Learning in Conflict Resolution | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 445Human Communication Theory | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **D** | **D** | **P** |
| COMM 470Health Communication and the Internet | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 474Media Workshop I | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** |
| COMM 475Media Workshop II | **P** | **P** | **P** | **P** | **D** | **P** | **P** | **P** | **P** | **P** |
| COMM 477Social Media Strategies | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 478Honors in the Major | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 480Cases in Communications and Media Management | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 495Teaching Assistantship | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 496Research Assistantship | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 497Internship | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 498Independent Study | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** | **P** |
| COMM 499Travel 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. |