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| --- | --- | --- | --- | --- | --- | --- | --- |
| Student Learning Objectives (SLOs) | COMM130: Media Literacy | COMM230: Applied Theories of Communication | COMM256: Intercultural Communication | COMM324: Persuasion | COMM360: Communication Ethics and Free Speech | COMM370: Research Methods | COMM 477 or 499: Senior Internship or Senior Research |
|  |  |  |  |  |  |  |  |
| **Content**  Audience Analysis  SLO 1 | **Introduced** |  | **Introduced** |  |  |  | **Mastery/Assessed** |
| **Content**  Theoretical Knowledge/Application  SLO 2 | **Introduced** | **Introduced** | **Reinforced** | **Reinforced** | **Reinforced** | **Reinforced** | **Mastery/Assessed** |
|  |  |  |  |  |  |  |  |
| **Communication**  Competence  SLO 3 | **Introduced** | **Reinforced** | **Reinforced** | **Reinforced** | **Reinforced** |  | **Mastery/Assessed** |
| **Communication**  Facilitation  SLO4 |  |  | **Introduced** | **Reinforced** | **Mastery/Assessed** |  |  |
| **Communication**  Listening  SLO5 |  |  | **Introduced** | **Reinforced** | **Reinforced** |  |  |
|  |  |  |  |  |  |  |  |
| **Applied Learning**  Career Development  SLO 6 |  | **Introduced** |  | **Reinforced** |  | **Reinforced** | **Mastery/Assessed** |

Curriculum Mapping for Department of Communication Studies

Identifies courses in which the syllabi include course SLO’s related to the program (level of learning is also included).

**COMM Program Goals:**

* Students will demonstrate mastery of theory by applying relevant communication theories to internship experiences in 6 graded e-journals and an 8-11 page internship analysis paper.
* Students will demonstrate communication competence in the workplace by creating 1-3 audience-appropriate messages for the internship supervisor in a graded portfolio.
* Students will demonstrate professional speaking skills by applying relevant communication theories to internship experiences in a 15 minute presentation to communication studies faculty.

**Curriculum Mapping**

SLO 1: Students will write 1 page audience analysis that includes demographics, psychographics, and power structures.

SLO 2: Students will use 2 theories to explain *interpersonal interactions* during a *client meeting* (changed based on course?)

SLO 3: Students will write appropriate and effective messages across social media and traditional media contexts

SLO 4: Students will lead a class discussion that builds understanding about applied communication theory.

SLO 5: Students will provide oral and written feedback that appreciates and challenges peers to meet assignment criteria.

SLO 6: Students will create a resume, cover letter, and mock interview each year.

How to write Behavioral Student Learning Objectives:

1) who

2) description of behavior (e.g., speak)

3) end product (e.g., speech, paper, project = observable)

4) relevant conditions (e.g., in a 3 minute persuasive presentation)

5) standard for evaluation (e.g., 3 main points, introduction with preview, conclusion that moves people to action)

SLO sample: Student will speak for a minimum 3 minutes in a persuasive presentation that includes 3 main points, introduction with preview, and conclusion with call to action.