

Klein College of Media and Communication

Academic Program Student Learning Outcomes

Program Description	Program Degree	Student Learning Outcomes
ADVERTISING	BA	The ability to make sound decisions about the visual and verbal vocabulary that make up a piece of marketing communications or brand building activity. Students must demonstrate an ability to balance the set of shared criteria including shape, color, type, syntax and diction with the more subjective qualities of newness, creativity and potential impact on an audience. This judgement must be applied to work created by the student and others.
		This thought process demonstrates that students can imagine new possibilities, develop ideas that did not exist prior to the activity. Through the application of imaginative thought and activity, something new is conceived and, when possible, produced. Creative thinking requires the combination or synthesis of existing ideas, images, or elements in original ways, and because students are studying advertising, these ideas or elements must satisfy a practical, strategic goal.
COMM FOR DEVL + SOC CHANGE	MS	Demonstrate knowledge and comprehension of the history, practices and institutional arrangements of the communication and development.
		Conduct research and evaluate information by methods appropriate for the professional and ethical practice of communication for development and social change.
		Conduct research and evaluate information by methods appropriate for the professional and ethical practice of communication for development and social change.
		Demonstrate an ability to apply analytical and evaluative skills in the creation, delivery and reception of media messages and communication campaigns for development in forms and styles culturally appropriate for the diverse range and needs of local audiences in a global world.
		Distinguish and apply ethical principles and practice social responsibility in managing, creating, and disseminating media and communication messages for development and social change.
		Practice leadership and innovation through high professional standards and ethical practices and decision making as applied to the practice of communication and development for social change.
COMMUNICATION AND SOCIAL INFLUENCE	BA	Students will be able to organize and articulate orally their thoughts in a clear, efficient, and effective manner.
		Students will be able to organize and articulate their thoughts in a clear, efficient, and effective manner through the use of the written word.
		Students will be able to craft a communication plan to achieve a clear set of objectives. The communication plan will outline core communication inputs (message, source, recipients, channels, context) and desired outputs (e.g., awareness generation, knowledge gain, attitude formation or change, behaviors). The plan will also details research to be undertaken during the campaign that will allow for valid and reliable campaign assessment.
		Students will be experts in the role of communication in response formation, response reinforcement, and response change processes engaged in a variety of contexts (e.g., politics, health, scientific discovery, education, general advocacy).

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COMMUNICATION AND SOCIAL INFLUENCE (CONT'D)	BA (CONT'D)	Students will develop and maintain a general awareness of their social surroundings and engage proactively in fostering greater empathy both within themselves and in others.
		Students will internalize a set of standards for ethical decision making and put these standards into practice.
COMMUNICATION MANAGEMENT	MS	Analyze, synthesize, think critically, solve problems, and make decisions using research and data.
		Articulate and use the key theoretical concepts of communication management.
		Performance in Core Courses
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COMMUNICATION STUDIES	BA	1. Demonstrate awareness of communication as a holistic discipline. Understand the historical, cultural, analytical, research, and theoretical bases of communication as a discipline.
		2. Demonstrate ongoing personal development and academic growth Understand effective methods to set, process, and achieve personal learning and professional milestones.
		3. Demonstrate awareness of professional development and civic awareness. Understand methods of application of interdisciplinary education to a wide range of professional fields and placements.
		4. Demonstrate in-depth knowledge of the operation of organizations. Understand public image and organizational mission and see the role of communication theory as advancing a deeper base of insight for the functioning of public institutions.
CONFLICT AND COMMUNICATION	MS	To educate graduate students in conflict and communication theory and research
		To generate cutting-edge research questions that drive and inform the study and practice of conflict and communication
		To prepare graduate students to seek and obtain entrance into prestigious doctoral programs in related fields of study
		To educate graduate students about the international and national trends in the study and practice of conflict and communication
		To address the solutions approach to conflict and communication through the study of restorative processes, especially in urban environments
CONFLICT MANAGEMENT AND DISPUTE RESOLUTION	GRAD	Analyze and understand the key practical and theoretical concepts of managing and resolving conflicts.
		Articulate the theoretical and practical components of negotiation and mediation and explain the link between effective negotiation skills and effective leadership.
		Analyze, synthesize, think critically, solve problems, and make decisions.
		Articulate the components of negotiation and mediation

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CULTURAL ANALYTICS	GRAD	1. Students will be able to demonstrate knowledge of the cultural analytics tools and techniques used in their field of study. Through course work (CLA 5019/HIST 5152) and assignments students will be exposed to a range of techniques and digital tools used by researchers in their own and other fields. This will be demonstrated via final research papers utilizing or reviewing the use of cultural analytics tools and techniques. It will be assessed via the Cultural Analytics Advisory Board's review of the syllabi and reports from instructors on student's grades.
		2. Students will be able to plan, conduct, and complete a research project utilizing cultural analytics tools and techniques. In the capstone course MMC 9087, students will gain practical experience planning research projects, mastering the tools needed to complete them, and writing up their results. This will be demonstrated via a final capstone project utilizing cultural analytics tools and techniques, to be evaluated by instructor and the student's academic adviser. It will be assessed by the Cultural Analytics Advisory Board via a review of the syllabus and grades from the instructor and advisor.
		3. Students will be able to demonstrate competence in an area of specialization in doing cultural analytics research. Students will take two electives allowing them to specialize in specific skills utilized in cultural analytics. Final projects and exams will demonstrate the skills acquired in the areas of specialization. This will be assessed by the Cultural Analytics Advisory Board reviewing syllabi and grades on a rotating basis by specialization area. These specialization areas are: Data Visualization; Mapping; Programming; Research Design; Social Media; Statistics; Textual Data; and Virtual Environments This is set to be reviewed 2021/2022
GLOBALIZATION AND DEVELOPMENT COMMUNICATION	MS	1: Understand - Demonstrate knowledge and comprehension of the history, practices and institutional arrangements of the field of communication and development.
		2: Comprehend and apply theories of communication for social change and development.
		3: Research: Conduct research and evaluate information by methods appropriate for the professional and ethical practice of communication for development and social change.
		4: Demonstrate an ability to apply analytical and evaluative skills in the creation, delivery and reception of media messages and communication campaigns for development in forms and styles culturally appropriate for the diverse range and needs of local audiences in a global world.
		5: Distinguish and apply ethical principles and practice social responsibility in managing, creating, and disseminating media and communication messages for development and social change.
		6: Lead: Practice leadership and innovation through high professional standards and ethical practices and decision making as applied to the practice of communication and development for social change.
International Communications Concentration	ICC	1: development of multicultural literacy

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International Communications Concentration (CONT'D)	ICC (CONT'D)	2: ability to negotiate the increasingly globalized media world
		3: ability to recognize and understand global trends
		4: develop literacy in cultures other than those of the U.S.
		5: understanding of major intercultural communication theories
		6: understanding of the influence of culture on communication processes
		7: develop cultural sensitivity and intercultural communication skills
		8: exposure to multiple international perspectives
		9: to expand the breadth and depth of one's international experiences
JOURNALISM	BA	1. Strong skills in reporting, writing, photography, audio/video newsgathering, print and Web editing and design
		2. The ability to critically analyze past and present trends of journalism and to help craft alternative forms of journalism for the future
		3. An understanding of digital and interactive media technologies
		4. The ability to provide information in multimedia formats
		5. A culture of collaboration through team reporting
		6. in order to tell stories emanating from a diverse urban environment
		7. A keen understanding of the increasingly global nature of today's journalistic environment
		8. An appreciation of free expression and awareness of legal constraints guiding responsible journalism
JOURNALISM	MJ	1: Advanced, professional level skills in reporting, writing, photography, audio-visual newsgathering, print and Web editing and design.
		2: The ability to critically analyze past and present trends in journalism and to create and develop new forms of journalism for the future.
		3: A thorough understanding of legal and ethical responsibility in journalism, including the knowledge necessary for informed, ethical decision-making.
		4: Proficiency in digital and interactive media technologies.
		5: A culture of collaboration in order to tell stories emanating from diverse communities and a broad range of resources.
		7: An understanding of free expression and knowledge of constraints guiding and otherwise influencing responsible journalism.
		8: A continuing commitment to personal and professional growth as a journalist.
		MEDIA AND COMMUNICATION
2: Demonstrate knowledge of and ability to apply theories of media and communication.		
3: Demonstrate knowledge and application of diverse pedagogical tools in media and communication.		
4: Demonstrate ability to actively create and add knowledge to the field.		
5: Demonstrate advanced expertise in an area of specialization within the field of communication.		

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MEDIA STUDIES AND PRODUCTION	BA	Demonstrate knowledge and comprehension of the history, economics, and structure of the media industry. Know the legal constructs and regulatory structures within which our media institutions and professionals operate.
		Comprehend and apply theories regarding the cultural, social and personal uses and effects of media and technologies.
		Demonstrate an ability to apply analytical and evaluative skills in the creation and consumption of media content, and in researching media messages.
		Convey ideas, commentary, concepts and criticism using effective, professional written communication.
		Create media messages effectively and clearly in the forms and styles appropriate for the media professions, audiences and purposes they serve.
		Appreciate the roles of diversity and citizenship in a global society as they relate to the production and consumption of media.
		Distinguish and apply ethical principles and practice social responsibility in managing, creating, and disseminating media messages.
		Utilize cognitive and affective skills for collaboration, leadership and innovation.
		Conduct research and evaluate information by methods appropriate to academic and professional media contexts.
MEDIA STUDIES AND PRODUCTION	MA	1: Theorize - Comprehend and apply theories relevant to media
		2: Research- conduct research and evaluate information by methods appropriate to academic and professional media contexts
		3: Synthesize - understand and employ links between theory and research
		4: Author- convey ideas effectively in writing
		5: Appreciate diversity and citizenship in a global society as they relate to media production and consumption
		6: Be ethical - distinguish and apply ethical principles and practice social responsibility in the creation and use of media and/or academic messages
		7: Lead - use cognitive and affective skills for collaboration, leadership and innovation
PUBLIC RELATIONS	BA	Students are expected to graduate with excellent oral and written communication skills. PRACTICAL GRAMMAR - Foundational proficiency for writing and proofreading. - Strengthen the student's knowledge and effective application of grammar, sentence structure and word usage. - Build upon constructive criticism PR WRITING - Be able to write well consistently under time pressure - Build an understanding of public relations writing styles as a persuasive influence. - Develop public relations writing skills across a variety of medium. - Develop the ability to think about public relations on a strategic level and apply that thinking to PR writing and communications techniques. - Build upon constructive criticism

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PUBLIC RELATIONS (CONT'D)	BA (CONT'D)	Students will understand how to conduct research, apply research findings and analyze data to build successful strategic communication campaigns RESEARCH METHODS - Give students a working knowledge of how to ask a research question. - Give students a working knowledge of how to choose a method to address a research question. - Provide an overview of a broad range of qualitative and quantitative methods. - Engage students in the challenges of conducting research in the digital era. - Offer an introduction to data analysis. - Present the key ethical issues involved in the study of individuals and publics
PUBLIC RELATIONS	GRAD	Analyze, synthesize, think critically, solve problems, and make decisions. Analyze and understand the key practical and theoretical concepts of public relations. Recognize and apply the ethical principles involved in responsible public relations practices. Assess the selection and implications of current and emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness. Successfully complete writing intensive assignments in required courses.
STRATEGIC COMMUNICATION AND CROSS-CULTURAL LEADERSHP	GRAD	Understand and apply principles and theories of leadership to organizations. Can analyze issues and problems from a global perspective Successfully complete writing intensive assignments in required courses. Understand the theories and practice of communicating across cultures along with the challenges and benefits of effectively leading people from different cultural and ethnic backgrounds Students apply course theory to work situations in which they are employed to make recommendations for improving teamwork and work effectiveness.