

Alignment of Courses and Course Learning Outcomes

Each course in which assessment is conducted is shown below. Each course serves to (I) introduce, (D) develop, or allow (M) allow mastery of concept(s). Each course is linked with relevant university, ACEJMC, and program outcomes as shown column 1, 2, and 3. The Course Learning Outcome(s) for each course in which assessment is completed are identified under the course number.

- Column 1** The five University-Wide Student Learning Goals [ULGs]
- Column 2** The 12 ACEJMC Professional Values and Competencies
- Column 3** The 8 Department of Communications Program Learning Outcomes [PLOs]
- Column 4** Courses assessed in the Communication Core
- Column 5-9** Courses assessed in the Communication Subject Concentrations
- Column 10** Co-Curricular Assessment and Assessment of International Education Experiences

1	2	3	4	5	6	7	8	9	10
CSUF University-Wide Student Learning Goals [UPS 300.003] <i>CSUF Graduates will be able to...</i>	ACEJMC 'Professional Values and Competencies' ACEJMC Accrediting Standards: http://www2.ku.edu/~acejmc/PROGRAM/Current9Standards.pdf	Department of Communications Program Learning Outcomes [PLOs] <i>All Communications majors will...</i>	Communications Core	Advertising Concentration	Entertainment & Tourism Concentration	Journalism Concentration	Photo Communications Concentration	Public Relations Concentration	Co-Curricular And Int'l Study
[I.] Intellectual literacy	[1.] Freedom of speech	[7.] Historical, legal, ethical issues	COMM 407 (I) CLOs #1,2,3						
	[2.] History & role of prof.	[8.] H&ROP		COMM 350	COMM 346	COMM 425	COMM 321	COMM 361	Co-Curricular Assessment
[V.] Differing perspectives	[3.] Gender/ race/ ethnicity	[6.] Social, economic, cultural diversity	COMM 233 (I)						International Education
	[4.] Diversity of peoples and cultures	[5.] Concepts, models, and theories of communication	COMM 233 (I)	COMM 351 (I) CLOs #2,3,4	COMM 446 (D) CLOs #3, 4	Problems here COMM 202 (I) CLOs #1, 2, 6	Problems here COMM 317 (I) CLOs #1,2,3 <i>*See note below</i>	COMM 362 (D) CLOs #1,2	

[I.] Intellectual literacy	[6.] Ethical principles/ pursuit of truth, accuracy, fairness and diversity	[7.] Historical, legal, and ethical issues	COMM 407 (I) CLOs #1,2,3						
[II.] Creative thinking/ reasoning	[7.] Creative thinking/ independence	[2.] Apply critical thinking, research, and analysis	COMM 410 (D) CLOs #1, 2		COMM 446 (D) CLOs #3, 4		Problems here COMM 317 (I) CLOs #1,2,3 *See note below		
	[8.] Conduct research/ evaluate information			COMM 451 (M) CLOs #1,2	COMM 449 (M) CLOs #2, 3, 4	Problems here COMM 471 (M) COMM 472 (M) 471 - CLOs #1,2,6 472 - CLOs #1,2,65			
[III.] Communicate clearly, effectively, persuasively	[9.] Write correctly and clearly	[3.] Written and oral proficiency	Problems here COMM 101 (I) CLOs #1,2,3 *See note below	COMM 451 (M) CLOs #1,2		Problems here COMM 202 (I) CLOs #1, 2, 6		COMM 362 (D) CLOs #1,2	
	[10.] Critically evaluate work for accuracy, fairness, clarity	[4.] Effective use of comm tools and technologies	COMM 410 (D) CLOs #1, 2	COMM 451 (M) CLOs #1,2 COMM 474 (M) CLOs #1, 2, 3, 4	COMM 446 (D) CLOs #3, 4 COMM 474 (M) CLOs #1, 2, 3, 4	Problems here COMM 201 (I) CLOs #1, 5, 6 *See note below	Problems here COMM 317 (I) CLOs #1,2,3 *See note below	COMM 464 (M) COMM 474 (M) CLOs #1, 2, 3, 4	
[VI.] Roles in interdependent global community	[11.] Numerical and statistical concepts	[1.] Skills and knowledge/ professional practice	COMM 495 (M) CLOs# 1,2,3,4,5		COMM 449 (M) CLOs #2, 3, 4				
[IV.] Work effectively as a team member or leader	[12.] Apply tools and technologies	[1.] Skills and knowledge/ professional practice	COMM 495 (M) CLOs# 1,2,3,4,5	COMM 351 (I) CLOs #2,3,4	COMM 449 (M) CLOs #2, 3, 4	COMM 201 (I) CLOs #1, 5, 6 *See note below	COMM 444 (M) CLOs #1,2,3 *See note below	COMM 464 (M) COMM 474 (M) CLOs #1, 2, 3, 4	

