

## Communications MA Curriculum Map

Course number and name	Learning Outcomes - <i>"By the end of the course, students should..."</i>	Corresponding CSUF ULO (if linked for assessment purposes)	Corresponding Department GSLO (if linked for assessment purposes)
COMM 500 – Theory and Literature of Communications	(1.) Have an understanding of the theories used in the study of communications; (2.) Have knowledge of how to conduct graduate-level research.	Demonstrate intellectual literacy through the acquisition of knowledge and development of competence in disciplinary perspectives and interdisciplinary points of view. (ULO #1) Think critically, using analytical and quantitative reasoning, to apply previously learned concepts to new situations, complex challenges and everyday problems. (ULO #2)	Articulate mastery of knowledge in theoretical foundations of the communications field. (GSLO I.) Demonstrate the ability to conduct graduate-level research using appropriate scholarly sources and applicable academic databases. (GSLO II.)
COMM 508 – Humanistic Research in Communication	(1.) Have an awareness of different types of qualitative methods used for research; (2.) Understand the value qualitative research contributes to communications scholarship; (3.) Be able to implement a research project using qualitative methodology; (4.) Know how to develop, research, and write a scholarly paper.		
COMM 509 – Social Science Research in Communication	(1.) Develop clear communications research questions and hypotheses appropriate for quantitative analysis; (2.) Critically analyze quantitative communication research projects; (3.) Design and conduct appropriate graduate level quantitative research projects; (4.) Use statistical software to conduct appropriate statistical analysis for communication research projects; (5.) Prepare appropriate written reports for graduate level quantitative research projects.	Demonstrate intellectual literacy through the acquisition of knowledge and development of competence in disciplinary perspectives and interdisciplinary points of view. (ULO #1) Think critically, using analytical and quantitative reasoning, to apply previously learned concepts to new situations, complex challenges and everyday problems. (ULO #2) Work effectively as a team member or leader to achieve a broad variety of goals. (ULO #4)	Successfully analyze, interpret, and evaluate research methods used in scholarly study of communications. (GSLO III.)
COMM 516 – Media Audience Behavior	(1.) Understand the scope of academic audience theories, as well as media industry techniques and uses of audience research; (2.) Consider national, cultural, ethnic, gender and generational differences in media audiences; (3.) Demonstrate skills in conducting audience research, including online and social media platforms; (4.) Develop, research and write an original academic paper.		

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COMM 517 – Ethical Problems of the Mass Media	(1.) Reason through ethical concerns in digital communication using the Potter Box; (2.) Identify primary ethical problems related to digital communication and digital media; (3.) Draw on previous case findings and ethical outcomes to analyze the ethicality of emerging controversies in digital communication; (4.) Argue for multiple and competing views of a given ethical problem; (5.) Articulate your own digital communication ethics using data, legal outcomes, and ethical principles to evidence your personal positions; (6.) Apply basic ethical principles by drawing on notable philosophers and ethicists.		
COMM 518 – Public Relations Theory	(1.) Demonstrate mastery level knowledge of contemporary public relations communication and organizational theories; (2.) Apply theoretical concepts to explain public relations situations that commonly occur in academic and professional settings; (3.) Use their knowledge of theory and practice to analyze public relations problems and opportunities and subsequently propose appropriate strategic responses; (4.) Use social media to creatively communicate relevant applications of theory-based strategy, tactics, and tools in public relations practice; (5.) Demonstrate ability to explore a significant public relations question and develop an in-depth proposal for future research inquiry; (6.) Develop a greater understanding of the challenges and opportunities faced by public relations educators, so as to be more prepared for future graduate study and/ or a career working in higher education.		

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COMM 525 – Advanced Communications Management	(1.) Have an understanding of fundamental communications management concepts; (2.) Be knowledgeable of the managerial challenges unique to the media industry; (3.) Know how to conduct in-depth scholarly research on communications management topics.		
COMM 527 – Politics and Mass Media	(1.) Explain and describe the roles and functions of the mass media in U.S. politics; (2.) Explain and describe how the media serve to socialize and provide avenues for participation for ordinary citizens; (3.) Explain and describe how other political actors (i.e., the presidency, Congress, political parties, and organized interests) utilize the mass media to further their political ends.		
COMM 530 – Communications Technologies	(1.) Explain concepts and relationships between communication technology and society; (2.) Understand how ideological context of evolving communication may construct, maintain or challenge power relations in society; (3.) Critically examine issues in technology and society; (4.) Discuss government, industry and economic aspects of communication technologies; (5.) Know how academic journal articles, research data and theories can deepen analyses or reports on issues in technology; (6.) Demonstrate skills for writing concise theoretically grounded pieces that apply the research or theories to real world events and concerns.		

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COMM 534 – American Media History	(1.) Utilize theoretical and practical tools for conducting historical research for publication in journals; (2.) Describe and discuss impact of the development of news and entertainment media on communication of political and social issues in America; (3.) Analyze the changing values of journalism and journalists and the impact on the future of democracy.		
COMM 536 – International Communications	(1.) Demonstrate an increased level of awareness of communication-based challenges in other nations, cultures, and social systems; (2.) Select and apply appropriate communication, psychological, and sociological theories and practices relevant to different international settings; (3.) Demonstrate understanding and sensitivity to structural, ethical, cultural, and legal issues faced by communication practitioners who work internationally; (4.) Locate, interpret, and analyze international communication case studies to identify best practices.		
COMM 541 – Film Criticism	(1.) Learn the basic vocabulary of film studies and film theory to articulate observations about motion pictures; (2.) Engage with foundational texts from classic, modern, and contemporary film theory and the international film canon; (3.) Develop the ability to discuss and write critically about film; (4.) Demonstrate a deeper enjoyment and appreciation of film and video as art forms and experience.		

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COMM 550 – Advertising in Modern Society	(1.) Analyze and debate the social, psychological and cultural impact of advertising as a form of mass persuasion in the American society, consumer society and political landscape; (2.) Demonstrate knowledge of the historical development and context of advertising; (3.) Explain and describe the role of “decision neuroscience” in advertising; (4.) Make thoughtful predictions about the future of advertising in our world.		
COMM 560 – Socio-Cultural Implications of Entertainment & Tourism	(1.) Demonstrate understanding of the scope and impact of tourism on communities and individuals; (2.) Explain individual and environmental impacts in tourism; (3.) Categorize issues in the travel industry and their relationships to entertainment; (4.) Integrate developmental theories and concepts into written analysis of issues and concerns in the travel industry; (5.) Communicate effectively on issues of trade, culture, education and how they are viewed in the tourism industry.		
COMM 563 – Tourism Venues and Attractions	(1.) Understand the importance of attraction promotion and marketing to the tourism industry; (2.) Explain the value of branding and the use of entertainment themes when promoting and marketing attractions; (3.) Identify the emerging communication trends affecting the attractions industry; (4.) Present written work that articulately communicates about issues affecting tourism attractions.		

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COMM 597 – Project	(1.) Explain and defend a theoretical framework of a complete professional project; (2.) Develop and execute appropriate research methodologies to answer professional research questions; (3.) Describe and critique other professional projects; (4.) Present and defend a professional project to a critical audience.	Demonstrate intellectual literacy through the acquisition of knowledge and development of competence in disciplinary perspectives and interdisciplinary points of view. (ULO #1) Think critically, using analytical and quantitative reasoning, to apply previously learned concepts to new situations, complex challenges and everyday problems. (ULO #2) Communicate clearly, effectively, and persuasively, both orally and in writing. (ULO #3) Evaluate the significance of how differing perspectives and trends affect their communities. (ULO #5)	Develop and apply what they have learned in their graduate study through the application of a thesis or project that reflects mastery of these concepts. (GSLO IV.)
COMM 598 – Thesis	(1.) Explain and defend a theoretical framework of a complete original work of scholarship; (2.) Develop and execute appropriate research methodologies to answer relevant questions that advance our knowledge on an academic topic; (3.) Describe and critique other scholarly works that advance knowledge; (4.) Present and defend a thesis to an audience of scholarly peers.		
COMM 515 – Professional Problems in Specialized Fields – Deconstructing Disney	(1.) Be knowledgeable about the inner workings of the Walt Disney Company and its products and services; (2.) Have an understanding of the influence of the Walt Disney Company as a global media presence; (3.) Be able to discern between the fantasy and reality of the world of Disney.		
COMM 515 – Professional Problems in Specialized Fields – Global Tourism	(1.) Describe and explain the diverse aspects that make up the tourism industry; (2.) Comprehend the numerous issues which face the global tourism industry; (3.) Identify and explain current trends in tourism; (4.) Explain how cultural differences alter the experience and promotion of tourism; (5.) Effectively analyze how the tourism industry communicates with the public; (6.) Produce an effective marketing/communications plan for a tourism business or destination.		

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COMM 515 – Professional Problems in Specialized Fields – Health Communication Campaigns	(1.) Articulate a working knowledge of the primary theoretical approaches to influencing health-related knowledge, attitudes and behaviors; (2.) Describe and critically evaluate different types of communication campaigns used to influence and promote positive attitudes and behaviors; (3.) Analyze the development of persuasive messages and countering resistance to them; (5.) Identify and critically evaluate influence of mass media images on audience attitudes and behaviors; (6.) Design and present a health communication campaign.		
COMM 515 – Professional Problems in Specialized Fields – Integrated Brand Communications Management	(1.) Enhance personal awareness and knowledge about branding issues; (2.) Develop ability to identify strategic issues in branding and marketing communication; (3.) Develop critical perspectives in evaluating branding research and strategy; (4.) Conduct a study focusing on branding and marketing communication.		
COMM 515 – Professional Problems in Specialized Fields – Mass Communications and Entertainment	(1.) Identify and create effective examples of advotainment; (2.) Articulate theoretical rationales and critiques of advotainment; (3.) Apply advotainment principle, theories and techniques to academic and professional projects.		

Last Revision: 3/1/2019: By definition, CLOs are “the knowledge, skills, attitudes, and habits of mind that students take with them from a learning experience.” Course objectives are “the tasks to be accomplished” in the course. (Source: L. Suskie, 2009, *Assessing Student Learning: A Common Sense Guide*, 2nd ed., San Francisco: Jossey- Bass p. 117). On each course syllabus, CLOs should be structured in the same format and numbered for consistency.

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