

## Communication Studies BA Programmatic Assessment Plan

Student Learning Outcome	Method of Assessment	Core Courses
1. Self-Awareness of Communication Competence	Interactive Media Package for Assessment of Communication and Critical Thinking (IMPACCT)	HCOM 200
2. Communication Apprehension	Personal Report of Communication Anxiety (PRCA)	HCOM 200
3. Argumentation and Critical Thinking Skills	Foundation for Critical Thinking Scale (and new critical thinking scale being developed)	HCOM 235
4. Communication Theories and Models	Embedded assessment consisting of essay questions on key theories, concepts, principles, and processes	HCOM 420
5. Research Methods	Embedded assessment using short-answer essay questions about key concepts	HCOM 308
6. Presentation Skills	Inter-judge assessment of video-recorded speeches, based on a standardized rubric	HCOM 100 HCOM 102
7. Appropriate, Responsible Communication	Verbal Aggressiveness Scale and the Ethnocentrism Scale	HCOM 200 HCOM 420

For the most up-to-date information, please contact the program.