## Communications Studies Assessment Plan Dashboard Detail - 2019/20

SLO1 - Acquire an understanding of historical and contemporary perspectives in human and mass media communication				
Method 1 COM2053 (Media & Society) - final exams	benchmark 75%	Met		
Method 2 COM4023 (Media Law & Ethics) - film analysis paper	benchmark 80%	Met		
SLO2 - Articulate and apply an understanding of the personal, social and cultural dynamics of human communication				
Method 1 COM2053 (Media & Society) - final paper	benchmark 85%	Met		
Method 2 COM3193 (Seminar in Communication/Redeeming How We Talk) - final reflection essay	benchmark 85%	Met		
SLO3 - Effectively use fundamental oral, written, and mediated communication skills and abilities				
Method 1 COM1023 (Public Speaking) - final speech	benchmark 85%	Met		
Method 2 COM 3123 (Mass Media Writing II) - final report assignment	benchmark 75%	Met		
SLO4 - Demonstrate the knowledge and skills necessary for entry-level digital media or strategic				
communication careers, or for admission to graduate school				
Method 1 COM3153 (Communication Portfolio & Management) - portfolio project	benchmark 90%	Met		
Method 2 COM1043 (Introduc tion to Video Production) - final projects	benchmark 75%	Met		
SLO5 - (Digital Media concentration only): Design and produce effective mass media in written, video and audio formats				
Method 1 COM2103 (Advanced Video Production & Performance) - final project	benchmark 85%	Met		
Method 2 COM2111 (Digital Media Practicum/Radio) - airchecks 1-2-3	benchmark 85%	Met		
Method 3 COM2072 (Radio Production) - commercial project	benchmark 80%	NR		
Method 4 COM3123 (Mass Media Writing II) - final treatment	benchmark 85%	Met		

SLO6 - (Strategic Communication concentration only): Design and execute communication				
strategies using public relations, research, planning, writing and evaluating.				
Method 1	COM/Mar 2013 (Intro to Public Relations); writing Press Releases assignment COM/Mar3133 (Advanced Public Relations); writing Press Releases assignment	benchmark 85%	Met	
Method 2	COM/MAR 2002 (Public Relations Practicum) - Wrote research and strategy for local business client	benchmark 90%	Met	
Method 3	COM/MAR2002 (Public Relations Practicum) - Wrote social media posts, i.e. Facebook and Twitter posts (SMP)	benchmark 85%	Met	