		Method 1	Method 2	Method 3	Method 4
1	Know why the theories and principles of public relations are important Understand the functional areas of public relations: analysis,	Exceeded	Met	n/a	n/a
2	planning and strategy, research, organizing, writing, evaluating, and managing	Met	Met	n/a	n/a
3	Develop tools and strategies for applying the principles learned throughout their academic and professional careers wherever they are serving.	Met	Exceeded	Met	Not Met

Key			

		'n.	
	Ш	5	
	4		
1		7	

Public Relations Assessment Plan Dashboard Detail - 2018/19

	SLO1 - Know why	the theories and	principles of	public relations are importan	it
--	-----------------	------------------	---------------	-------------------------------	----

Method 1	COM/MAR2013 weekly online quizzes	85% average	Exceeded
Method 2	COM/MAR2013 Midterm/final exam	80% average	Met
Method 3			n/a

SLO2 - Understand the functional areas of public relations: analysis, planning and strategy, research, organizing, writing, evaluating, and managing

Method 1	COM/MAR2013 Wrote press releases COM/MAR3113 Wrote press releases COM/MAR2002 Wrote press releases	90% average	Met
Method 2	COM/MAR2002 Research for NCSAA, schools-athletic directors, coaches, teams, and media	90% average	Met
Method 3			n/a

SLO3 - Develop tools and strategies for applying the principles learned throughout their academic and professional careers wherever they are serving.

Method 1	COM3001 portfolio website (is there evidence of quality technique in final product?	of quality technique in final product?	Met
Method 2	COM/MAR3113 Wrote weekly reflections integrating text with how to apply currently and after graduation	90% average 75% average	Exceeded
Method 3		90% average	Met
Method 4	PR Senior Exam	75% average	Not met