

SAMPLE CURRICULUM MAP # 3: A Hypothetical B.S. in Mass Communications Program

LEGEND	SEMESTER: FALL 2006		SELECTED <i>Program Student Learning Outcomes</i> -- The B.S. in Mass Communications Program Graduates Will Be Able To:															COURSE BREADTH SCORES	COURSE DEPTH SCORES	COURSE ASSESSMENT FOCUS SCORES									
	UNIT RESPONSIBLE:	DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS	1. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.	2. Work ethically in pursuit of truth, accuracy, fairness and diversity.	3. Think critically, creatively and independently.	4. Conduct research and evaluate information by methods appropriate to the communication profession in which they work.	5. Write correctly and clearly in forms and styles appropriate for the communications profession, audience and purposes they serve.	6. Apply tools and technologies appropriate for the communication professions in which they work.																					
(II) OUTCOME STATEMENT:			[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment									
(III) LEVEL OF INSTRUCTION:																													
(I) INTRODUCED - Students are not expected to be familiar with the content or skill at the collegiate level. Instruction and learning activities focus on basic knowledge, skills, and/or competencies and entry-level complexity. Only one (or a few) aspect(s) of a complex program outcome is addressed in the given course (score of 1).																													
(E) EMPHASIZED - Students are expected to possess a basic level of knowledge and familiarity with the content or skills at the collegiate level. Instruction and learning activities concentrate on enhancing and strengthening knowledge, skills, and expanding complexity. Several aspects of the outcome are addressed in the given course, but these aspects are treated separately (score of 2).																													
(R) REINFORCED - Students are expected to possess a strong foundation in the knowledge, skill, or competency at the collegiate level. Instructional and learning activities continue to build upon previous competencies with increased complexity. All components of the outcome are addressed in the integrative contexts (score of 3).																													
(A) ADVANCED - Students are expected to possess an advanced level of knowledge, skill, or competency at the collegiate level. Instructional and learning activities focus on the use of the content or skills in multiple contexts and at multiple levels of complexity (score of 4).																													
(III) FEEDBACK ON STUDENT PERFORMANCE / ASSESSMENT:																													
(F) Students are asked to demonstrate their learning on the outcome through homework, projects, tests, etc., and are provided formal feedback (score of 1).																													
CORE CURRICULUM COURSES FOR A "TYPICAL" B.S. IN MASS COMMUNICATIONS STUDENT																													
MCM 211: SOCIETY AND MASS COMMUNICATIONS	X	I	F		I			I	F		I			I	F									5	5	3			
MCM 250: TELEVISION PRODUCTION					I				I	F				E	F		X	I	F						4	5	3		
MCM 261: INTRODUCTION TO MEDIA WRITING					I				I	F				I	F		M	I	F						5	5	3		
MCM 310: HISTORY OF MASS COMMUNICATIONS	M	I	F		I				I	F				I	F										5	5	4		
MCM 350: TV DIRECTING					R				R								X	A	F						3	10	1		
MCM 450: FILM CRITICISM	M	R	F		E	F			E						F										4	9	3		
MCM 390: COMPARATIVE MASS MEDIA SYSTEMS		E			R				A	F				E	F										5	14	3		
MCM 391: RADIO / TV ANNOUNCING					R				A	F					F				A	F					4	14	3		
MCM 440: LAW AND MASS COMMUNICATIONS							M	E	F		M	A	F												4	10	3		
MCM 445: ETHICS IN MEDIA							X	I	F		X	R	F			M	E				M	R	F			4	9	3	
MCM 460: CONTEMPORARY ISSUES AND SPECIAL PROBLEMS IN MASS MEDIA							M	R			X	R	F			M	R	F							4	12	3		
MCM 491: INTRODUCTION TO INTERNET AND WEB PAGE DESIGN							M	R			M	R	F			X	R	F			M	R	F	X	A	F	5	16	4
OUTCOME SCORES (i) COMMUNICATION, (ii) SATURATION AND (iii) FEEDBACK POINTS			4	7	3	5	24	3	6	30	10	4	14	4	3	25	11	7	14	5									