Curriculum Map: Illustrates how the learning outcomes are mapped to specific Department of Communications core and concentration courses									
CSUF University-Wide Student Learning Goals [UPS 300.003]	**ACEJMC Professional Values and Competencies**	**Department of Communications Program Learning Outcomes** [PLOs]	Each course in which assessment is conducted is shown below. Each course serves to (I) introduce, (D) develop, or allow (M) allow mastery of concepts. Co-Curricular and International Education assessment represents efforts outside of course content. Each COMM course shown is linked with relevant university, ACEJMC, and program outcomes as shown column A, B, and C. **Last Revision -2021**						
http://www.fullerton.edu/data/assessment/assessment_at_csuf/learninggoals.php	http://www2.ku.edu/~acejmc/PROGRAM/Current 9 Standards.pdf	*All Communications majors shall…*	**CORE**	**Advertising**	**Entert. & Tourism Comm.**	**Journalism**	**Public Relations**	**Co-Curricular and Int'l Educ.**	**Notes**
I. Intellectual Literacy	1. Freedom of Speech	Demonstrate a basic knowledge of historical, legal, and ethical issues that affect professional practices, and information literacy in such knowledge. [PLO #7]	COMM 407 (I)						←COMM 407 is the **COMM LAW** course required of all majors.
	2. History and Role of Prof.	Demonstrate awareness of the history and role of professionals within students' chosen occupational area. At the same time, Communications students shall demonstrate current knowledge of and interest in their profession by active co-curricular engagement with professionals from outside of the classroom. [PLO #8]		COMM 350 (D) **PRINCIPLES**	COMM 346 (D) **PRINCIPLES**	COMM 370 (D) **PRINCIPLES**	COMM 361 (D) **PRINCIPLES & ETHICS**	**Co-Curricular Engagement -** Reporting by Faculty and Student Organizations	←Students in each concentration are assessed on H&ROP in their **PRINCIPLES** course for that concentration.

V. Differing Perspectives	3. Gender/ Race/ Ethnicity 4. Diversity of People and Cultures	Exhibit awareness of social, economic, and cultural diversity as demonstrated through the mass media. [PLO #6]	COMM 233 (I)					**International Education -** Reporting by Faculty	←COMM 233 **Mass Comm in Modern Society** or transfer equivalent is required of all majors.
	5. Concepts/ Theories/ Images/ Information	Apply appropriate concepts, models, and theories of communication to personal and professional situations. [PLO #5]		COMM 410 (I)	COMM 410 (I)		COMM 410 (I)		←410 is the **Research Methods** course required in all concentrations except Journalism.
I. Intellectual Literacy	6. Ethical Principles/ Pursuit of Truth	Demonstrate a basic knowledge of historical, legal, and ethical issues that affect professional practices, and information literacy in such knowledge. [PLO #7]	COMM 407 (I)						←COMM 407 is the **COMM LAW** course required of all majors.
II. Creative Thinking/ Reasoning	7. Creative Thinking 8. Conduct Research/ Evaluate Info	Apply critical thinking, research, and analysis to meet personal and professional goals. [PLO #2]	COMM 317 (D)	COMM 451 (M), COMM 474 (M), COMM 475 (M) **CAPSTONE**	COMM 449 (M), COMM 474 (M) **CAPSTONE**	COMM 471 (M), COMM 472 (M) **CAPSTONE**	COMM 464 (M), COMM 474 (M) **CAPSTONE**		←COMM 317 is **Digital Foundations**, required of all majors; a mandatory student portfolio begun in 317 is submitted in the student's required **CAPSTONE** course.
III. Communicate Clearly, Effectively…	9. Write Correctly and Clearly	Demonstrate written and oral proficiency appropriate to the entry level of professional practice. [PLO #3]	COMM 101 (I)	COMM 351 (D)	COMM 446 (D)	COMM 201 (D)	COMM 362 (D)		←Each concentration has a required **WRITING SKILLS** course.
	10. Critically Evaluate	Demonstrate effective use of communication tools and technologies appropriate to the entry level of professional practice. [PLO #4]	COMM 317 (D)			COMM 202 (D)			←COMM 317 is **Digital Foundations**, required of all majors; a student portfolio begun in 317 is submitted in the required **CAPSTONE** course.

VI. Roles in Interdependent Global Community…	11. Numerical and Statistical Concepts	Demonstrate skills and knowledge for entry into professional practice. [PLO #1]	COMM 495 (M)	COMM 451 (M), COMM 474 (M), COMM 475 (M) **CAPSTONE**	COMM 449 (M), COMM 474 (M) **CAPSTONE**	COMM 471 (M), COMM 472 (M) **CAPSTONE**	COMM 464 (M), COMM 474 (M) **CAPSTONE**		←495 is the **INTERNSHIP** course required of all COMM majors.
IV. Work Effective as Team Member or Leader	12. Apply Tools and Tech								

PLO #1 ("Skills and Knowledge for entry into professional practice") is aligned with COMM 495 **INTERNSHIP** and COMM 449, 451, 464, 471, 472, 474, and 475 **CAPSTONE**.
PLO #2 ("Apply critical thinking") is aligned with: COMM 317 **DIGITAL FOUNDATIONS** and COMM 449, 451, 464, 471, 472, 474, 475 **CAPSTONE**.
PLO #3 ("Written and oral proficiency") is aligned with COMM 101, 201, 351 and 362 **WRITING SKILLS** courses.
PLO #4 ("Effective use of tools and technologies") is aligned with COMM 317 **DIGITAL FOUNDATIONS** and COMM 202.
PLO #5 ("Apply concepts, models and theories") and PLO #6 ("Exhibit awareness of social, economic, and cultural diversity") are aligned with COMM 233, COMM 410, and **International Education**.
PLO #7 ("Historical, legal and ethical issues") is aligned with COMM 407 **COMM LAW**.
PLO #8 ("History and Role of the Professional") is aligned with COMM 346, 350, 361, and 370 **PRINCIPLES** courses and with **Co-Curricular Engagement**.