

Directions: Identify assessments that can be used to evaluate PLOs. The simplest approach will be to select assessments already being generated. In some cases, though, programs will want to use external assessments or other assessments. This should be the guiding question when trying to determine how much evidence is enough: Would the

Department: <input type="text" value="Mass Media"/>				
Required Program Course/Experience/ External Assessment	PLO 1 Demonstrate knowledge of the value of history and theory in the ethical practice of professional and media communication.	PLO 2 Demonstrate competency in the preparation and production of a public relations campaign plan.	PLO 3 Demonstrate knowledge of the value of accuracy, fairness, and freedom of expression in the ethical practice of professional and media communication.	PLO 4 Demonstrate knowledge of the value of diversity in professional and media communication.
UI382	CLO 382-1: Understand the historical context of First Amendment rights of free speech and apply this context to contemporary issues.			
UI382	CLO 382-2: Demonstrate an understanding of the history and role of media professionals and institutions in shaping communication.			
UI382	CLO 382-3: Express in writing understanding of diversity of people and cultures, and their significance and impact of mass communication in global society.			
MC434		CLO MC434-01: Demonstrate an understanding of the elements of successful and unsuccessful public relations campaigns.		
MC434		CLO MC434-02: Demonstrate the application of formative research findings in planning client objectives.		
MC434		CLO MC434-03: Demonstrate the application of client objectives in planning strategic campaigns.		

MC401			CLO MC401-1: Describe potentials and limits of freedom of expression as it relates to mass communication.	
MC401			CLO MC401-2: Identify and describe the language and procedures of law as they relate to mass communication.	
MC401			CLO MC401-3: Identify key court cases and rulings related to mass communication law.	
MC304				CLO MC304-1: Locate and discuss examples in mass media that illustrate concepts such as hegemony, cultivation theory, sexism, racism, ageism, to demonstrate their awareness and understanding of these concepts.
MC304				CLO MC304-2: Demonstrate research skills by locating and gathering information about the ways in which certain groups in society are portrayed in the media.
MC304				CLO MC304-3: Describe the key concepts and theories regarding diversity and mass media issues.
MC301				
MC301				





CLO MC301-1: Be able to identify characteristics of leading mass communication theories.							
CLO MC301-2: Identify major approaches to solving ethical questions related to mass communication research.							







