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

Department:		Mass Media		
Required Program	PLO 1 Demonstrate knowledge of the value of history and theory in the ethical practice of professional and	PLO 2 Demonstrate competency in the preparation and production of a	PLO 3 Demonstrate knowledge of the value of accuracy, fairness, and freedom of expression in the ethical practice of professional and	PLO 4 Demonstrate knowledge of the value of diversity in professional and
Course/Experience/	media	public relations	media	media
<b>External Assessment</b>	communication.	campaign plan.	communication.	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. CLO MC434-02:		
MC434		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.		

	CLO MC401- Describe poten	
	and limits of free	
	of expression a	
	relates to ma	
MC401	communication	
	CLO MC401-2: Id	
	and describe t	he
	language an	d
	procedures of la	
	they relate to m	
MC401	communication	
	 CLO MC401-3: Id	lentify
	key court cases	
	rulings related to	
MC401	communication	
IVIC401	Communication	
		CLO MC304-1: Locate an
		discuss examples in mas
		media that illustrate
		concepts such as
		hegemony, cultivation
		theory, sexism, racism,
		ageism, to demonstrate
		their awareness and
		understanding of these
MC304		concepts.
	<del> </del>	CLO MC304-2:
		Demonstrate research
		skills by locating and
		gathering information
		about the ways in which
		certain groups in society
MC304		are portrayed in the media
		CLO MC304-3: Describe
		the key concepts and
		theories regarding diversi
MC304		and mass media issues.
MC301		
IVIC3U1		
MC301		
11/11/2/11/1		

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MC301		

ct CLOs that provide supporting data for a particular PLO. Since each CLO is already associated with one or mor r assessments not tied to a particular course to evaluate student achievement of PLOs. There is no magic numle vidence provided justify any claims we might make about this PLO? Please paste the entire CLO in the approx

Program:	Public Relations						
PLO 5 Demonstrate competency in applying research and critical evaluation to the production of professional and media communication.	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12

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.				

CLO MC301-3:				
Translate				
communication				
problems/observations				
into research				
questions/hypothesis				
and understand how to				
empirically				
operationalize them.				
-				

re assessments, the data necessary for evaluation of PLOs is ber of assessments that need to be associated with each PLO. <u>priate cells.</u>

PLO 13	PLO 14	PLO 15	PLO 16	PLO 17

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