

Program Goal #1	Student Learning Outcome	Intro Core Courses				Content Core Courses						Required Option Courses					
		131	330	331	332	132	233	235	350	370	489	255	384	452	453	470	472
<b>PROFESSIONAL IDENTITY</b> <i>Articulating the value of communication scholarship &amp; training</i>	a. Explain communication, perspectives, theories, principles, and concepts		I				I		P	P			P	M	M	M	M
	b. Articulate the importance of communication expertise in career development and civic engagement				I	I	I			P	M	I	P			M	M
	c. Identify challenges facing a variety of stakeholders and the role of communication in resolving those challenges		I							P	M	I	P			M	M
<b>Program Goal #2</b>	<b>Student Learning Outcome</b>	<b>131</b>	<b>330</b>	<b>331</b>	<b>332</b>	<b>132</b>	<b>233</b>	<b>235</b>	<b>350</b>	<b>370</b>	<b>489</b>	<b>255</b>	<b>384</b>	<b>452</b>	<b>453</b>	<b>470</b>	<b>472</b>
<b>CRITICAL THINKING</b> <i>Critically interpreting and assessing messages across issues &amp; contexts</i>	a. Apply communication theories, perspectives, principles, and/or concepts		I	P	P	I	I		P	P	M	P	P	M	M	M	M
	b. Critique communication theories, perspectives, principles, and/or concepts		I		P				P	P				M	M	M	M
	c. Articulate the ethical dimensions of communication situations			P	I	I		P		P			P	M	M	M	M
	d. Explain the role of communication in the formation of individual, group, and cultural identities, and how identities influence communication		I				I	P		P					M	M	M
	e. Demonstrate the ability to research, analyze, and reason from evidence to reach an effective conclusion/outcome			P	P	I			P	P	M	P	P	M	P	M	M

Program Goal #3	Student Learning Outcome	Intro Core Courses				Content Core Courses						Required Option Courses					
		131	330	331	332	132	233	235	350	370	489	255	384	452	453	470	472
<b>WRITTEN COMMUNICATION</b> <i>Crafting effective messages</i>	a. Formulate questions appropriate for communication scholarship			P	P									M		M	M
	b. Construct effective messages for a variety of contexts, situations, & audiences			P	P					P	M		P				
	c. Demonstrate proficiency in the use of written English, including proper spelling, grammar, & punctuation		P	P	P		P		P	P	M		P	M		M	M
	d. Demonstrate proficiency in formal writing, including correct use of a designated style of source citations, such as APA	I		P	P				P	P			P	M		M	M
Program Goal #4	Student Learning Outcome	131	330	331	332	132	233	235	350	370	489	255	384	452	453	470	472
<b>ORAL COMMUNICATION</b> <i>Communicating in situ</i>	a. Effectively deliver formal presentations before a variety of audiences	I				I							P	M			M
	b. Communicate competently in various settings (e.g., interpersonal, group, organizational, & public)					I	I		P	P	M		P	M			
	c. Adopt & communicate a critical stance in relation to issues/topics/information					I			P	P	M	P		M			M
	d. Engage in active listening that demonstrates sensitivity to the needs of various situations and audiences	I				I	I	P			M	P	P	M	M		M