Department name: COMM Major:

| **CWEO Category** | **Objectives** | Courses in which students **receive feedback** on this objective. | **Measure** (Method to gauge achievement) | **Target** (Overall level for satisfactory performance.) | **Timeline** (When & how often is data collected?) |
| --- | --- | --- | --- | --- | --- |
| **ULO 4: Applied Skills & Scholarship:** Students will become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school. | * O1: Public relations students will demonstrate the ability to effectively analyze, compare, and evaluate models of public relations practice used in an organization and make effective recommendations for improvement. | COMM 205 Principles of Public Relations | COMM 493 **Senior Seminar Final Portfolio** | 80% of student portfolio work sample sections will earn a score of at least 3 out of 4 on the rubric |  |
|  | * O2 (A): Public relations students will develop proficient to advanced competencies in four public relations-related areas: writing, social media, and crisis communication, marketing. * O2(B): Public relations students will develop proficient to advanced competencies in at least three specialty areas, depending on their major elective choices: (e.g. fund raising, internal communication, event planning, campaign processes (research, action planning, communication/implementation/evaluation), visual communication, social and digital marketing, persuasion) | COMM 205 Principles of Public Relations  COMM 351 Public Relations Writing  COMM 353 Media Relations/Crisis Communication  MRKT 130 Marketing Principles  The following courses are menu options in the required curriculum major electives, so students’ competencies and portfolios will vary according to elective choice.  COMM 203 Basic Video & Editing  COMM 207 Communication Design  COMM 301 Persuasion  COMM 310 Fundraising  COMM 333 Business & Organizational Communication  COMM 357 Event Planning  COMM 426 Public Relations Campaign  MRKT337 Integrated Marketing Communications  MRKT 362 Social Media Marketing  MRKT364 Digital Marketing | **Senior Seminar Final Portfolio** | 80% of student portfolio work sample sections will earn a score of at least 3 out of 4 on the rubric |  |
|  | * O3: Public relations students will identify, interpret, evaluate, and apply best practices in public relations, media relations, and crisis communication (combining traditional and new media) for maintaining mutually beneficial relationships between organizations and publics both routinely and in times of crisis. | COMM 353 Media Relations/Crisis Communication | **Senior Seminar Final Portfolio** | 80% of student portfolio work sample sections will earn a score of at least 3 out of 4 on the rubric |  |
|  | * O4: Public relations students will identify and demonstrate commitment to ethical practice of public relations. | COMM 205 Principles of Public Relations  Students will receive feedback on their ethics plans developed in this course. However, for their portfolio, they may include the plan directly or may include a brief philosophical statement on their commitment to ethical practice of public relations. | **Senior Seminar Final Portfolio** | 80% of student portfolio work sample sections will earn a score of at least 3 out of 4 on the rubric |  |

Undergraduate Learning Outcomes (for CWEO association column):

1. Foundations for Learning: Students will develop skills common to the liberal arts and sciences: research, analysis, reflection, and communication

2. Breadth and Depth of Knowledge: Students will develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise

3. Faith Knowledge & Application: Students will develop informed and mature convictions about Christian faith and practice

4. Specialized Skills & Scholarship: Students will become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school

5. Self-Awareness: Students will gain awareness of identity, character, and vocational calling

6. Social Responsibility: Students will demonstrate a commitment to service, reconciliation, and justice, and lead effectively and ethically within the complexities of an increasingly diverse and interdependent world