CMST Program Course SLOs

CMST 101 Public Speaking

1. Present appropriate and effective informative and persuasive public speeches.
2. Choose and adapt an appropriate topic for a specific audience, occasion, and purpose.
3. Research, organize, and outline ideas effectively.
4. Prepare and incorporate presentational aids in speeches.
5. Use appropriate and effective reasoning and support materials.
6. Deliver speeches effectively, both verbally and nonverbally.
7. Apply and further develop critical listening and thinking skills.

CMST 110 Introduction to Communication Studies

1. Identify, explain, and apply core principles of communication in the contexts of significant subdisciplines within communication scholarship and practice.
2. Demonstrate ideas using oral communication skills with attention to topic, audience, occasion, and purpose.
3. Research, organize, and outline ideas using reasoning and support materials.
4. Identify and utilize critical listening/thinking strategies to create, analyze, and evaluate messages, to make informed judgments, and to give effective feedback.

CMST 220 Interpersonal Communication

1. Explain interpersonal communication processes and theories.
2. Critically communicate about issues pertinent to the study of interpersonal communication.
3. Assess the effectiveness of their own and other's relational communication skills and behaviors.
4. Explain the role of language and culture on interpersonal communication.
5. Demonstrate effective and responsible interpersonal communication verbal and non-verbal skills and behaviors.

School of Media & Communication SLOs.

CMST 230 Small Group Communication

1. Describe the small group communication dynamics that differ from those in interpersonal contexts and how they operate in small groups.
2. Identify how communication patterns, norms, and roles structure group communication.
3. Employ the primary methods of small group decision making in various contexts.
4. Differentiate between effective and ineffective conflict management skills in small groups.
5. Function effectively in groups with varying problem-solving tasks.
6. Apply current research findings to the understanding of small group communication.

CMST 300 Research Methods if Communication Studies

1. Describe types of empirical research methods commonly utilized in communication studies.
2. Apply concepts and vocabulary of communication research.
3. Navigate and critique communication research articles.
4. Relate empirical research methods and design to the study of communication issues.
5. Identify personal and social values and impact of producing and applying communication research.

CMST 303 Organizational Communication

1. Accurately describe and critique organizational communication theories, processes and concepts.
2. Explain one's role in enacting theory and impacting organizational communication dynamics.
3. Apply organizational communication theories and concepts to real world organizational situations.
4. Evaluate effectiveness of organizational communication within specific organizational situations.
5. Explain how current issues of technology, diversity and new organizing strategies impact communication in organizations.

CMST 305 Business and Professional Communication

1. Enhance listening skills for business and professional contexts.
2. Communicate effectively in interpersonal business and professional contexts.
3. Prepare, lead and participate in both in person and virtual business and professional team meetings.
4. Prepare and effectively deliver business and professional presentations for both in person and virtual formats.

CMST 310 Argumentation

1. Identify, describe and explain a variety of principles of argumentation.
2. Apply general principles of argumentation to a variety of argumentative contexts.
3. Analyze arguments to determine uses of effective organizational and rhetorical strategies.
4. Apply skills necessary including critical thinking logic to devise and deliver arguments in a variety of contexts.
5. Collaborate with others in selecting topics, creating arguments and counter-arguments in preparation for engaging in formal argumentation.
6. Demonstrate strategies for effective argumentation by engaging in a formal debate.

CMST 317 Gender and Communication

1. Critically explain how gendered expectations impact one's life.
2. Articulate the relationship between gender and communication.
3. Examine how gender expectations vary across cultures.
4. Critically explain the role of popular culture in gender socialization.
5. Critically analyze notions of gender in US culture.

CMST 320 Advanced Interpersonal Communication

1. Analyze interpersonal communication interactions, drawing on key theories and concepts to explain their analysis.
2. Apply interpersonal communication concepts and theories to complete a professional networking project.

3. Evaluate interpersonal communication situations and develop recommendations for how to achieve interpersonal goals.

4. Express their relational perspectives and needs effectively and appropriately through oral and written channels using a multiple goals informed lens.

CMST 330 Political Communication

1. Explain and critique communication strategies and tactics employed by candidates seeking public office across multiple communication platforms.
2. Describe phases of a political campaign.
3. Create messaging that effectively targets political communication audiences.
4. Analyze use of political language.
5. Critique candidate communication during political debate.
6. Evaluate media coverage of political candidate communication.
7. Critique political campaign speeches.
8. Demonstrate communication skills essential in the work of political communication consulting.

CMST 333 Lifespan Communication

1. Identify and describe the common variables and methods used in Lifespan communication research.
2. Demonstrate the ability to explain the general differences in source, channel, message, interferences, and context considerations that occur across each stage of lifespan.
3. Produce introductory-level, oral, and written explanations of Lifespan communication research.

CMST 335 Communication and Conflict

1. Prepare a conflict analysis assessing the dynamics that are operant in a given conflict situation.
2. Propose strategies for managing a given conflict situation and justify why they would be productive for potentially moving the parties towards a mutually satisfactory resolution.

3. Advocate for an integrative approach to negotiation in order to facilitate more productive conflict interactions.

4. Develop their communication skills so they will be able to de-escalate and manage conflict situations more effectively.

CMST 340 Strategies of Persuasion

1. Evaluate key persuasive concepts, variables, contexts and applications.

2. Describe and apply persuasion theories to their everyday lives.

3. Assess goals and strategies in others' attempts to persuade.

4. Describe the effects that language, culture, and visual effects have on persuasion.

5. Develop writing and critical thinking skills related to persuasive contexts.

CMST 345 Family Communication

1. Master and appropriately use concepts and vocabulary of family communication research.

2. Explain theoretical approaches to family communication research.

3. Critique empirical family communication research.

4. Assess the impact of family communication on society.

5. Uncover the generational transmission of family communication patterns.

CMST 355 Culture and Communication

1. Explain the relationship between culture and communication and what is meant by cross-cultural/intercultural communication.

2. Examine critically how culture and intercultural communication impacts someone's life locally, nationally, and internationally.

3. Assess how their own culture is similar and different from other cultures.

4. Explain how others' perceptions of themselves affect communication and vice versa.

5. Reflect on their growth as a cross-cultural communicator.

CMST 360 Interviewing

1. Conduct and participate in interviews within a variety of contexts.

2. Analyze a communication situation related to interviewing and select the most effective communication approach.
3. Execute communication decisions when conducting and participating in an interview.
4. Plan and manage interviews within a variety of contexts.

CMST 370 Advanced Public Speaking

1. Develop and deliver a variety of speeches for specific audiences, contexts, occasions and/or purposes using appropriate organization, support and delivery strategies.
2. Implement principles of effective verbal and nonverbal communication in a variety of public speaking contexts.
3. Analyze speeches to determine use of effective organizational, support and delivery strategies.
4. Apply critical thinking skills related to advanced public speaking topics.

CMST 381 Communicating in the Digital Age

1. Demonstrate how to communicate effectively, ethically and creatively.
2. Create effective virtual presentations.
3. Deliver messages effectively via information communication technologies.
4. Apply the concepts of information literacy.
5. Explain how information communication technologies influence relationships.
6. Evaluate communication situations occurring within the digital space.
7. Analyze how information communication technologies satisfy informational, persuasive, relational and entertainment goals.

CMST 394 Topics in Communication Studies

Not required- varies by topic.

CMST 396 Internship: Communication

1. Create materials that will aid in professional careers.
2. Identify personal strengths and articulate their relevance to the industry.
3. Describe intended brand identity.

4. Develop techniques to market personal brand to desired industries.
5. Reflect on personal, academic, and professional growth within desired industries.

CMST 403 Health Communication

1. Describe the history of medicine and health care in the United States, and its influence on modern-day health communication.
2. Knowledgeably present about current issues in health care from a health communication perspective.
3. Apply health communication theory and constructs to describe patients' and caregivers' health communication and behavior.
4. Recognize and explain how differing cultural viewpoints about health influences health communication behavior and practices.
5. Identify the key steps in planning, implementing and assessing health promotion communication campaigns.

CMST 405 Sex and Communication

1. Explain concepts that influence sexual communication.
2. Analyze and apply course concepts to practical sexually-related situations.
3. Critically examine gender differences in how people talk about sex.
4. Evaluate sexual communication in family, romantic and peer relationships.
5. Explain how research on this sensitive topic is approached, examined and articulated.
6. Describe how sex and communication influence diverse people and diverse experiences.

CMST 430 Communication Theories

1. Explain and compare theories and concepts related to the study of communication.
2. Apply communication theories to real-life situations and artifacts.
3. Critique communication theories individually and in group discussions.

CMST 440 Communication Training and Development

1. Describe characteristics of adult learning in the communication training context.

2. Compare and contrast communication training with education, professional development and consulting.
3. Conduct a training needs analysis.
4. Create a communication training program proposal.
5. Model appropriate training techniques in a communication training session.
6. Evaluate learning outcomes for a communication training program.

CMST 492 Directed Research

Not required- varies by topic.

CMST 495 Study Abroad

Not required- varies by topic.

CMST 499 Independent Study

Not required- varies by topic.

DFX Program Course SLOs

DFX 221 Visual Fundamentals for Digital Media

1. Demonstrate an understanding of 2D digital design principles, art elements, and theories within a 3D context.
2. Evaluate and critique creative procedures to competently communicate design processes through discussions, critiques, and peer interactions.
3. Create visual projects using skills and techniques associated with 2D digital workflows, processes, and output methods based on industry standards.

DFX 222 Visual Techniques for 3D

1. Demonstrate an understanding of 2D/3D digital design tools and techniques associated with 3D texture creation, physically based rendering, and procedural materials.
2. Evaluate and critique creative procedures to competently communicate design processes through discussions, critiques, and peer interactions.
3. Create visual projects using skills and techniques associated with 2D and 3D digital workflows, processes, and output methods based on industry standards.

DFX 240 Introduction to Interactive Media

1. Demonstrate an understanding of user-interface design and interactivity through real-time production.
2. Develop interactive projects associated with graphical user interface design and animation for real-time 3D production.
3. Implement UI assets and interactivity in a real-time engine.
4. Evaluate and critique interactivity to competently communicate user- experience.

DFX 244 Principles of 3D Digital Animation

1. Comprehend animation principles by exploring motion, hierarchy, and mechanics.
2. Produce storyboards to construct compelling animations.
3. Analyze animation workflow, editors, and timing to show an understanding of performance.

4. Assess and discuss the application of animation principles through sequential renders.

DFX 245 Modeling Fundamentals

1. Demonstrate an understanding of linear workflows to enhance virtual modeling efficiency through the implementation of 3D tools, techniques, and principles.
2. Examine the purpose for topology, lighting, UV coordinates, and rendering when developing 3D content.
3. Analyze and apply orthographic profiles to exemplify proper 3D modeling.
4. Assess 3D workflows through a variety of projects applying defined tools, techniques, and processes.
5. Evaluate 3D process through peer interactions, discussions, and critiques.

DFX 252 Non-Linear Interactive Storytelling

1. Employ basic competency in narrative structures for interactive fiction through in-class discussions and tests.
2. Create representation of narrative through in-class assignments and presentations.
3. Produce project assignments using "interactive" software generators.
4. Utilize narrative, software and human usability through testing, presentations and project assignments.

DFX 294 Special Introductory Topics

1. Varies by topic, to be described in the course syllabus for that offering.

DFX 307 3D Lighting and Texturing

1. Analyze and apply complex properties of lighting, virtual materials, and texture for display.
2. Examine the influence of lighting on materials and surfaces to visually convey an identity, mood, and feeling.
3. Design and create compositions through the application of light, depth, and texture.

4. Visually demonstrate and execute projects emphasizing lighting, texturing, and compositing.
5. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through lighting, texturing, and compositing.

DFX 309 3D Hard Surface Modeling

1. Examine expanded digital modeling concepts of 3D modeling tools, techniques, principles, and ideologies for 3D Visual design and visual effects
2. Create compelling, evoking Digital 3D models utilizing skills, techniques, usability, user centered design process, model creation with a focus on realism for environment and prop design.
3. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through profile, layout, and design.

DFX 317 Virtual Sculpting for Digital Media

1. Establish an introduction to principles, techniques &workflow for 3D digital sculpting.
2. Create compelling, evoking Digital 3D sculpted models utilizing skills, techniques, usability, user centered design process, model creation with a focus storytelling through profile and texture.
3. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through profile, layout, and design.

DFX 320 Character Modeling

1. Develop character design sheets for orthographic profiles.
2. Produce a 3D character with clothing and assets showing animation ready topology reflecting the design sheet profile.
3. Apply UV mapping tools and techniques to generate proper texture coordinates.
4. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through profile, layout, and design.

DFX 330 Rigging and Animation

1. Examine the technical aspects of joint skeletons, constraints, deformers, orientation, and hierarchy.
2. Construct a custom rig for 3D mesh integration.
3. Determine and justify the proper application of controllers, inverse kinematics, and deformers to aid in the animation process.
4. Manipulate 3D mesh objects through the implementation of a rig system to illustrate deformation and mechanics.
5. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through rendering, lighting, and animation.

DFX 340 Intermedia Interactive Media

1. Create playable interactive experiences by utilizing real-time production strategies and game design principles.
2. Plan and execute game development projects while documenting progress, goals, and outcomes.
3. Design and test in-game graphical user interfaces by utilizing design principles, organization of information, user interface, and user experience design.
4. Critique and analyze interactive experiences and game design procedures to effectively communicate process.

DFX 352 Project Research Management

1. Research, reflect, and evaluate project scope to creatively design, develop, and deliver informative works.
2. Discover and demonstrate design methodologies to construct a focused and concise thesis.
3. Determine final deliverables through project management.
4. Critique, show, and analyze process to aid in the development of portfolios.

DFX 375 Computer Games and Digital Society

1. Explain the theory behind the development of computer games and virtual worlds and some of their impacts on society.
2. Apply critical thinking to express thoughts about the social impacts of gaming and virtual worlds.
3. Explain the controversies associated with games and virtual worlds and argue an informed position on these issues.
4. Construct philosophical perspectives about the potentials of life in virtual environments.

DFX 394 Topics: 3D Digital Design & VFX

1. Varies by topic, to be described in the course syllabus for that offering.

DFX 396 Internship: 3D Digital Design & VFX

1. Create materials that will aid in professional careers.
2. Identify personal strengths and articulate their relevance to the industry.
3. Describe intended brand identity.
4. Develop techniques to market personal brand to desired industries.
5. Reflect on personal, academic, and professional growth within desired industries.

DFX 417 Adv. Virtual Sculpting for Digital Media

1. Establish advanced principles, techniques & workflow for 3D digital sculpting.
2. Create compelling, evoking Digital 3D sculpted models utilizing skills, techniques, usability, user centered design process, model creation with a focus storytelling through profile and texture.
3. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through profile, layout, and design.

DFX 420 Professional Practices

1. Design and develop professional material and personal brand standards to implement into portfolios and online presence.
2. Compare and contrast local and national career opportunities, responsibilities, and potential outcomes.
3. Demonstrate understanding of small business concerns related to freelancing in media informatics including legal and financial issues, project and client management, team collaboration, business plans and pitches, and marketing plans.
4. Critique, show, and analyze process to aid in the development of portfolios.

DFX 426 Advanced Digital Compositing

1. Apply advanced digital compositing & VFX techniques to construct production ready scenes.
2. Utilize a combination of video, 2D, 3D and particle-based assets.
3. Generate a portfolio ready presentation of composited scenes and all associated research and development materials that project a story through rendering, compositing, and visual effects.

DFX 430 Advanced Rigging and Animation

1. Construct a complex joint skeleton using an advanced system of constraints, deformers, and manipulators.
2. Apply and justify the application of custom rigging techniques for 3D animation.
3. Demonstrate the proper application of controllers, inverse kinematics, and deformers to aid in the animation process.
4. Manipulate 3D mesh objects through the implementation of a rig system to illustrate deformation and mechanics.
5. Generate a portfolio ready presentation of 3D assets and all associated research and development materials that project a story through rendering, lighting, and animation.

DFX 440 Advanced Interactive Media

1. Create interactive experiences and digital projects through utilizing a real-time rendering game engine, game design principles, and game development workflows.
2. Plan and organize a long-term self-lead project while documenting progress throughout the project.
3. Critique and analyze game design practices and give/receive feedback.

DFX 452 Advanced Portfolio Production

1. Research, reflect, and evaluate project scope to creatively design, develop, and deliver informative works.
2. Apply design methodologies to construct a focused and concise thesis project.
3. Critically analyze projects to competently express design processes, purpose, and outcomes.
4. Critique, show, and analyze process to aid in the development of portfolios.
5. Construct comprehensive case studies, portfolios, and demo reels.

DFX 492 Directed Research or Creative Work

1. Varies by topic, to be described in the course syllabus for that offering.

DFX 495 Study Abroad

1. Varies by topic, to be described in the course syllabus for that offering.

DFX 496 Senior Practicum

1. Varies by topic, to be described in the course syllabus for that offering.

DFX 499 Independent Study

1. Varies by topic, to be described in the course syllabus for that offering.

EMB Program Course SLOs

EMB 100 Media Literacy

1. Analyze how technological developments within mass media influence local, national and global culture.
2. Recognize the interactive nature of media and interpret their own responsibility in media's dissemination of messages.
3. Evaluate bias in mass media through a variety of perspectives.
4. Apply the skills and knowledge structures media literate consumers need in order to think critically about media messages.
5. Assess the positives and negatives about the constant media presence through our daily lives.

EMB 101 Electronic Media Appreciation

1. Analyze and discuss media content.
2. Identify and compare/contrast unique aspects of varying types of media.
3. Develop an understanding of and connection with the local media community.

EMB 102 Electronic Media Production Assistance

1. Apply learned production skills into the production process.
2. Identify and the various roles on a production set.
3. Develop an understanding of and connection with the local media production community.

EMB 105 Media in a Diverse Society

1. Communicate effectively by gaining proficiency in reading, writing, and presenting about media representations of diverse groups of people.
2. Apply the concepts and theories of media representations to the analysis of media products.
3. Examine the historical perspectives on diverse groups of people in the U.S.
4. Analyze the economic, political, and social factors that influence media.
5. Compare the representation of diversity, or lack thereof, in local, national, and international media.

6. Evaluate how social and mass media shape their perceptions of themselves and others.

EMB 110 Introduction to Mass Media

1. Identify historical development of technical, economic, legal, and audience usage of media programs, products, and services within the media industry.
2. Evaluate traditional and evolving occupational and organizational structures of mass media industries and predict modern day similarities and future expectations.
3. Examine the legal and economic motives that influence and shape the media industry and predict their effects on the field.
4. Show a basic understanding of concepts, formats, and signal flow to effectively observe, inquire, and communicate issues of technical importance.

EMB 140 Introduction to Media Aesthetics

1. Identify and explain the use of the primary aesthetic tools of media creation.
2. Assess the effectiveness of media aesthetics concepts in existing media.
3. Effectively collaborate with peers to create a project from concept to completion.
4. Apply a combination of media aesthetics tools that successfully convey the story being told.

EMB 201 Media Appreciation and Assistance 2

1. Evaluate and judge media content.
2. Develop their production skills through work in the production process.
3. Compare/Contrast different production environments.
4. Thoughtfully compose critiques of their own work.

EMB 210 Single Camera Production

1. Demonstrate the proper use of professional video, audio and lighting equipment.
2. Model the roles in professional media production.
3. Develop an understanding of Pre-production, production and post-production workflow through practical application.
4. Create appropriate footage for media storytelling.

EMB 215 Audio Production

1. Identify and describe the physical properties (acoustics), and human perception (psychoacoustics), of sound.
2. Create professional-quality sound recordings on location and in the studio.
3. Effectively process, edit, and mix audio elements using industry standard software.
4. Design and develop audio for podcasts, film, and television productions.

EMB 222 Editing

1. Identify the benefits and limitations and utilize a variety of media codecs.
2. Operate non-linear editing software to organize and sequence images efficiently.
3. Diagram and utilize various non-linear editing workflows.
4. Complete projects that will contribute to their personal media portfolio.

EMB 230 Broadcast Announcing

1. Produce effective and meaningful vocal communication.
2. Utilize the emotional power of words and phrases in vocalized speech.
3. Learn, understand and demonstrate proper use of the rudiments of vocalized speech.
4. Produce different styles of vocalized speech used in professional announcing.
5. Develop and use refined and powerful techniques of vocalized speech both personally and professionally.

EMB 260 Writing for the Media

1. Recognize the basic storytelling fundamentals that transcend platforms.
2. Illustrate basic storytelling fundamentals across a variety of media platforms.
3. Demonstrate the different formatting and techniques used in writing for visual media.
4. Compose production ready scripts and treatments for a variety of media formats.

EMB 305 Multicamera Video Production

1. Perform the roles of live multi-camera productions.
2. Operate priority functions of primary technical equipment used for live multi-camera productions.

3. Identify and monitor technical standards of professional live multi-camera productions.
4. Produce proper media aesthetics for various live multi-camera productions.

EMB 307 Broadcast Programming

1. Explain the evolution of media distribution of media, from traditional broadcasting to film to developing outlets such as the world wide web and streaming services.
2. Explore how different media projects (including film, television, streaming and web series) find and build an audience in today's broadcast & film environment.
3. Use a variety of resources to understand, define, market, and find an audience for their chosen media enterprise.
4. Build a plan to find an audience for their own project(s).

EMB 308 Electronic News Gathering

- Plan news style/human interest style projects through the production process.
- Develop their storytelling and interviewing skills through repeated assignment activity, reflection and peer evaluation of work.
- Create projects under deadline and under the supervision/guidance of peer editors for *The Northerner.*
- Engage with members of the campus community during the creation of projects.

EMB 310 Newscast Production

- Perform the roles of live newscast production.
- Operate priority functions of primary technical equipment used for live newscast productions.
- Identify and monitor technical standards of professional live multi-camera productions.
- Create broadcast newswriting style, rundown formatting, and scripting by producing actual newscasts.

EMB 311 Evolution of Electronic Media

1. Acquire an appreciation and historical perspective of Broadcasting – particularly in the United States; Past – Present – Future.

2. Discover, utilize and appreciate parallels in other historical time frames: social, Technological, economic, cultural, personal and observe the synergies among these dynamics.

3. Analyze and observe the follow-the-leader and cyclical aspects of broadcasting, commercial and social media and be able to make decisions in the present and future regarding the mediums.

4. Develop an awareness of the power of influence of modern broadcasting and media and acquire an understanding of its uses both good and ill.

EMB 315 Media Performance

1. Apply professional audition techniques for television commercials.
2. Demonstrate how to study, mark and interpret copy for television.
3. Model professional etiquette of performing on a shoot location or sound stage.

EMB 320 Multitrack Audio Mixing

1. Illustrate studio audio signal flow from microphone to recorder.
2. Prepare a studio for recording using appropriate microphones and placement.
3. Utilize studio recording techniques for music production, ADR, and Foley.
4. Apply advanced signal processing using equalization, compression, and reverb.
5. Produce and create audio sweetening and sound design for media postproduction.

EMB 322 Advanced Editing

1. Operate non-linear editing software Interface and tool set to construct video productions.
2. Evaluate and justify creative decisions within their productions.
3. Create content in a collaborate media environment.
4. Utilize post-production techniques to revise and reconstruct story.
5. Create projects that will contribute to their personal media portfolio.

EMB 326 Digital Compositing

1. Understand and operate compositing software Interface and tool set.
2. Effectively apply compositing techniques into a video pipeline.

3. Collaborate effectively inside the professional environment.
4. Recognize and express where the crafts of motion graphics and compositing relate to their future career goals.

EMB 330 Live Broadcast Production

1. Perform the various roles of live broadcast productions.
2. Identify and monitor technical standards of professional live broadcast productions.
3. Utilize proper media aesthetics for live broadcast productions.
4. Create live broadcast productions in a collaborative environment.

EMB 335 Sports Media Production

1. Apply technical skills in the creation of live sports video telecasts, broadcast sports talk shows, sports field production and television sports break segments.
2. Evaluate and revise creative skills based on classroom and professional feedback.
3. Create live sports video telecasts in the field in a professional media environment.

EMB 340 Film Festivals

1. Analyze the historic and current importance of film festivals for the craft of filmmaking.
2. Categorize the variety of festivals and the purposes they serve.
3. Assess how different film festivals can build and shape community.
4. Plan and construct a film festival.
5. Develop a knowledge and understanding of the film community through direct interaction.

EMB 370 International Media

1. Develop a realization and appreciation of the unique world position occupied by United States broadcasting and electronic media.
2. Compare and contrast the differences between global communication and media imperialism.

3. Determine and analyze the influence specific cultures have on domestic and global media.
4. Construct a more comprehensive and enhanced view of the media's role in our world.

EMB 380 Documentary Theory and History

1. Illustrate a knowledge of the history of documentary through papers and class presentations.
2. Examine key works and ideas that have developed within the field of documentary media studies.
3. Evaluate film and media texts using critical, historical, and theoretical frameworks drawn from class readings, discussions, and screenings.
4. Develop and revise critical research and arguments on documentary films in the form of written papers and class presentations.
5. Evaluate and cite sources used for critical arguments.

EMB 394 Topics: Electronic Media & Broadcasting

1. Varies by topic, to be described in the course syllabus for that offering.

EMB 395 Special Topics: Study Away

1. Varies by topic, to be described in the course syllabus for that offering.

EMB 396 Internship: Electronic Media and Broadcasting

6. Create materials that will aid in professional careers.
7. Identify personal strengths and articulate their relevance to the industry.
8. Describe intended brand identity.
9. Develop techniques to market personal brand to desired industries.
10. Reflect on personal, academic, and professional growth within desired industries.

EMB 397 Projects

1. Varies by topic, to be described in the course syllabus for that offering.

EMB 400 Media Criticism

1. Apply critical thinking and comparative analysis to media programming.
2. Analyze multiple critical perspectives and relate these to audiences and production entities.
3. Develop and apply critical criteria to products of the media industry.
4. Construct objective critiques from aesthetic, socio-cultural, and socio-economic points of view.

EMB 421 Narrative Directing

1. Plan and execute (writing, shooting, and editing) multiple narrative productions.
2. Apply media aesthetic techniques to effectively achieve audience involvement in their productions.
3. Collaborate with peer cast and crew.
4. Create compelling fictional media.

EMB 423 Documentary Production

1. Analyze documentary media from an aesthetic, structural and social standpoint.
2. Assemble and assign proper attribution for sources in documentary projects.
3. Create materials that outline a project from concept to distribution.
4. Generate professional media and post-production edits using professional equipment in teams.
5. Choose and defend suitable outlets for exhibition of the completed work.
6. Develop a better understanding of the power of documentary media for community engagement and artistic expression.

EMB 424 Digital Cinema

1. Recognize the key crew positions on a digital cinema project and their respective responsibilities.
2. Perform select crew positions on multiple course movies.
3. Effectively collaborate with peer crew and cast on the course movies.

4. Contribute to the successful completion of significantly scaled narrative digital cinema productions.

EMB 425 Multicamera Arts and Events Production

1. Assess and perform the technical standards and aesthetic expectations of a professional multicamera television program.
2. Assess and perform the technical standards and aesthetic expectations of a live televised music concert.
3. Plan and produce a studio or remote live-to-tape television event.

EMB 435 Media Studies

1. Analyze media from the specific time period or genre for the course through papers, presentations and/or projects.
2. Critically assess and revise their own research and analysis of media presented.
3. Identify, evaluate and discuss the media's effect on society, social issues, and political situations.

EMB 450 Screenwriting

1. Apply character development in the screenwriting process.
2. Define and develop personal writing skills and style.
3. Illustrate pitching a screenplay idea in a competitive environment.
4. Identify and target an audience for a screenplay.
5. Create writing assignments on a deadline.
6. Generate a significant narrative screenplay in proper industry format.

EMB 460 Production Management

1. Develop foundational skills in budget creation and budget implementation.
2. Differentiate the roles of crew, creative, and client.
3. Create production administrative materials that result in a successful production.
4. Recognize the importance of asset accumulation and on-time delivery to enable successful production and post-production.

5. Synthesize created material gathered through pre-production, principal photography and post-production.

EMB 492 Directed Research or Creative Work

1. Varies by topic, to be described in the course syllabus for that offering.

EMB 495 Special Topics: Study Abroad

1. Analyze the history and culture of the destination country as demonstrated through pre-trip writings and projects.
2. Plan and generate all aspects of pre-production, production and post-production as they pertain their chosen projects.
3. Construct a personal reflexive project that documents aspects of their experiences in the destination country.
4. Prepare and revise work in response to community feedback and critiques.
5. Choose and defend suitable outlets for exhibition of the completed work.
6. Develop a better understanding of the power of documentary media for community engagement and artistic expression.

EMB 499 Independent Study

1. Varies by topic, to be described in the course syllabus for that offering.

HCOM Program Course SLOs

HCOM 301 Health Communication

1. Describe the history of medicine and health care in the United States, and its influence on modern-day health communication.
2. Present about current issues in health care from a health communication perspective.
3. Apply health communication theory and constructs to describe patients' and caregivers' health communication and behavior.
4. Recognize and explain how differing cultural viewpoints about health influences health communication behavior and practices.
5. Identify the key steps in planning, implementing and assessing health promotion communication campaigns.

HCOM 305 Patient-Provider Communication

1. Identify types of empirical research methods commonly utilized in patient-provider research.
2. Demonstrate sensitivity to issues of diversity in health care communication.
3. Explain, recognize, and evaluate the dynamics of patient-provider interaction.
4. Analyze current patient-provider practices and make recommendations for improvement using course constructs.

HCOM 315 Sociocultural Aspects of Health

1. Explain how social factors (e.g., income, education, discrimination, gender, race) impact health and health communication.
2. Describe how cultural factors (e.g., spiritual beliefs, social norms, interpretations of wellness and illness) impact health and health communication.
3. Identify underserved populations and the various health disparities among them.
4. Analyze and explain the influence of sociocultural factors in shaping health messages and health behavior in various health contexts.

HCOM 450 Health Campaigns

1. Identify, describe, and discuss the major health communication theories and how they have been used in past and present health campaigns.

2. Explain the purpose and importance of the various components of a health communication campaign (e.g. audience analysis, communication channels, communication theory, campaign design variables, implementation planning, evaluation/assessment).

3. Design a health campaign related to a health issue impacting the local community.

4. Create realistic and measurable campaign goals and objectives.

5. Defend campaign design with evidence-based arguments using health communication research as presented through a formal proposal.

HCOM 480 Communication Technology and Health

1. Describe the impact of information communication technologies on health literacy and sensemaking.

2. Identify the key characteristics of various information communication technologies utilized in improving health literacy and sensemaking.

3. Discuss issues related to electronic communication of health information.

4. Describe the health sensemaking process.

5. Develop strategies for information communication technology to improve health literacy and sensemaking.

HCOM 485 Communicating Health Policy

1. Examine the historical, cultural, and political construction of health care policy in the United States and policies.

2. Identify contributions to health care policy and communication in the United States by a range of people with various racial, ethnic, socioeconomic, and cultural backgrounds, experiences and interests.

3. Produce introductory-level, oral and written explanations of communication research related to health policy and share their own insights and experiences with policy.

4. Explain the negative and positive influences of capitalism on health care in the United States.

HCOM 492 Directed Research

Not required- varies by topic.

HCOM 494 Special Topics: Health Communication

Not required- varies by topic.

HCOM 496 Health Communication Internship

1. Create materials that will aid in professional careers.
2. Identify personal strengths and articulate their relevance to the industry.
3. Describe intended brand identity.
4. Develop techniques to market personal brand to desired industries.
5. Reflect on personal, academic, and professional growth within desired industries.

HCOM 499 Independent Study

Not required- varies by topic.

JOU Program Course SLOs

JOU 110 Introduction to Mass Communication

1. Compare and contrast the elements of the communication process and the different types of communication settings. Assessed through quizzes, exams, and the *Media Diary* assignment.

2. Analyze the functions that mass media perform for individuals and for society as a whole, and also propose solutions for potential negative consequences of the mass media. Assessed through quizzes, exams, and the *Media Research* assignment.

3. Describe the history, analyze current trends of mass media, and predict future journalistic developments. Assessed through quizzes, exams, and the *Future of Media* assignment.

JOU 220 Newswriting

1. Determine effective reporting and interviewing strategies in various contexts and situations, using appropriate techniques and tools. This will be assessed through activities and news article assignments that require students to conduct background research, predict information needs and appropriate sources and devise strategies for obtaining information. They also will adapt strategies to different scenarios and audiences.

2. Evaluate information for newsworthiness and adherence to journalism standards. They will then use that analysis to organize information in a clear and coherent structure that suits the chosen news format and communicates in a compelling and ethical way. This will be assessed through activities and creation of news articles that require students to consider the purpose, tone, style, and impact of their news stories.

3. Create journalistic content that's clear, accurate and concise on deadline. This will be assessed through activities and news articles that require students to write and edit their news stories under time pressure and quality criteria, such as Associated Press writing style and proper spelling, grammar and punctuation.

4. Develop news story ideas that are relevant, original, and engaging for a particular audience. This will be assessed through activities and news articles that require students to generate and pitch their own news story ideas, based on their research, observation, and curiosity.

JOU 230 News Reporting and Writing

1. Develop original and audience appropriate news story ideas and angles.
2. Apply adaptive interviewing techniques to produce complete and fair news stories. They will learn to adjust their approach based on changing dynamics, unexpected challenges, and evolving information. Class exercises and news story assignments will provide opportunities for students to practice these skills in real-world scenarios.
3. Evaluate and select the most credible and relevant sources for journalistic content. By applying critical thinking, they will demonstrate their ability to discern trustworthy information. Through class exercises, annotated source lists, and news story assignments, students will critically assess sources, considering biases, reliability, and context.
4. Write in AP Style with critical awareness: Students will develop a critical awareness of language and mechanics, including the impact of word choices, tone, and framing. Class exercises and news story assignments will emphasize both style adherence and thoughtful communication.
5. Adapt writing and reporting for digital audiences: The live tweeting assignment and alternative format story will challenge them to engage with online platforms effectively, considering audience needs, engagement strategies, and multimedia elements.
6. Navigate Journalistic Ethics and Legal Considerations: Class discussions will delve into real-world scenarios, emphasizing responsible reporting, privacy considerations, and legal boundaries. Their conduct during news stories will reflect their understanding of ethical responsibilities.
7. Embrace Reflective Practice and Iterative Improvement: Students will cultivate a reflective mindset. Draft workshops and the revision process will encourage them to revisit their work, seeking opportunities for improvement.

JOU 305 Science in the Media

1. Develop critical thinking skills needed to assess and evaluate science research from a journalistic perspective for credibility and news value.
2. Identify the values, ethics and processes that responsible journalists use to translate science information into thorough, accurate and appropriate news for a general audience.
3. Critically evaluate journalistic science content for accuracy, fairness and clarity.

4. Critically evaluate tools and technologies appropriate for effective communication of<science research to the public.
5. Recognize barriers to effective reporting on science issues and develop strategies to overcome those.

JOU 321 Digital Publishing

1. Apply the principles of effective design of publications to various contexts, audiences, and purposes.
2. Select and use typography and graphic images that enhance the readability, aesthetics, and expression of publications.
3. Use computers and appropriate software to create, edit, and publish publications in different formats and platforms.
4. Analyze and evaluate the design and content of publications from multiple perspectives and criteria.
5. Collaborate and communicate effectively with peers, clients, and stakeholders in the production and dissemination of publications.
6. Reflect on their own and others' design choices and processes, and to identify areas for improvement and learning.

JOU 325 Photojournalism

1. Create professional, publishable photographs that effectively communicate complex ideas and stories. This involves understanding composition, visual impact, and narrative elements.
2. Differentiate between a photograph and photojournalism. They will critically analyze the role of context, intent, and ethical considerations in visual storytelling.
3. Select and edit photographs for publication using appropriate software tools. This includes understanding the impact of editing choices on audience perception and journalistic integrity.
4. Analyze diverse lighting conditions, adaptively evaluating their impact on photo aesthetics, and make informed decisions to create compelling visual narratives. They will

experiment with lighting during in-class activities and practical photo shoots outside of class, emphasizing adaptability and problem-solving.

5. Critically evaluate questions of ethics related to visual communication. This includes understanding the impact of visual choices on diverse audiences and societal norms.

JOU 331 Specialty Reporting

These SLOS will vary with the topic. An example:

1. To understand the role of cultural critic and arts reporting for the news media and explore its relationship to curating civic dialogue related to the issues and values the cultural work addresses.

2. To develop critical analysis skills of contemporary cultural productions across newsroom beats: theater, concerts, films, literature, visual art, and other performing arts.

3. To distinguish between the narrative structure and styles of the critical review, artist profile, enterprise, trend story and preview and select the appropriate POV, tonal objectivity or subjectivity, and narrative distance.

4. To workshop and coach peers in style and structural story development.

5. To develop interview and research skills in writing knowledgably about a range of subjects and topics efficiently, clearly, concisely and on tight deadlines.

JOU 340 Feature Writing

1. Develop clearly focused, original narrative feature story ideas targeted for specific audiences.

2. Deconstruct feature stories to assess their structure, credibility, audience appeal and other characteristics.

3. Mine reference sources to collect credible and relevant information that allows you to create original and in-depth story ideas and content.

4. Effectively use an ethical reporting and interviewing process to produce complete, accurate and readable features with powerful quotes and observations.

5. Develop action-packed writing with storytelling techniques.

6. Apply effective coaching, editing and revising techniques to improve the reporting, writing and presentation of feature stories.

JOU 346 Copy Editing and Design

1. Demonstrate proficiency in micro-editing skills. This includes knowledge of grammar, spelling, punctuation and Associated Press style. This will be assessed through activities, Exam 1 and the final project.
2. Demonstrate proficiency in macro-editing skills. This includes knowledge of story flow and story organization, as well as legal and ethical guidelines. This will be assessed through activities, Exam 2 and the final project.
3. Write engaging headlines and cutlines that accurately reflect news content. This will be assessed through activities and Exam 3. Identify design problems and potential solutions. This will be assessed through activities, Exam 3 and the final project.
4. Understand the importance of accuracy in news media. This will be assessed through activities, exams and the final project.
5. Apply editing and design knowledge to analysis of real-world news coverage. This will be assessed through activities and the final project.

JOU 350 Issues in News Media Diversity

1. Critically examine how journalism structures, practices, and norms influence news content. They will explore questions such as: How do editorial decisions impact the framing of stories? How do biases manifest in reporting? By understanding these dynamics, students will be better equipped to engage with media critically.
2. Evaluate journalism's role in shaping societal values. They will explore how journalism both reflects and shapes societal values. They will investigate how news media can perpetuate stereotypes or challenge dominant narratives. Additionally, they will consider how journalism can be a force for positive change by amplifying marginalized voices and promoting social justice.
3. Engage in civil debate and dialogue related to media diversity. They will learn to express their viewpoints respectfully, listen to others, and engage in constructive conversations.

4. Apply course concepts to real-world contexts. They will collaborate with the instructor to connect course content to their specific fields.

JOU 360 Exploring the Future of News & Media

1. Analyze the history and causes of media disruption and assess their impact on news content, technological platforms and business models.
2. Research and evaluate trends and opportunities in news media innovation.
3. Identify the characteristics and challenges of innovation and entrepreneurship in news media and develop skills for fostering creativity and problem solving.
4. Identify and refine a target audience, pitch and plan for a media product or freelance initiative. This will include analyzing organizational efforts to reach underserved audiences and fill gaps.
5. Analyze revenue-generating options available to news organizations, explain the potential conflicts between business considerations and editorial concerns, and develop strategies that lead to success and sustainability.

JOU 375 Information Framing

1. Analyze the foundational principles of framing theory and apply them to contemporary media contexts.
2. Demonstrate a comprehensive understanding of media research methodologies and their applications.
3. Assess the societal impact of message formation and dissemination through critical evaluation.
4. Critically analyze, synthesize, and independently interpret media through the lens of framing theory.
5. Design and execute a research project suitable for presentation at the Celebration of Student Research and Creativity, demonstrating scholarly rigor.
6. Exhibit leadership and personal responsibility by taking initiative in academic and professional endeavors.

JOU 380 News Media Workshop

1. Develop and pitch news and feature story ideas suitable for a specific audience.
2. Apply journalistic practices and standards to produce content that is accurate, fair and engaging.

3. Apply effective sourcing, beat development and interviewing strategies to produce engaging and authoritative news content.

4. Organize information, including visuals, in a journalistic structure that demonstrates strong news judgment and awareness of multimedia options.

5. Design an e-portfolio that showcases your journalistic skills through curated examples of your work in this class and reflections that connect your work to course concepts and personal/career goals.

JOU 382 Data Journalism

1. Analyze the role of data in journalism. They will consider data's potential, applications, and limitations as they critically evaluate real-world scenarios where data informs journalistic decisions.

2. Evaluate data journalism examples to distinguish positive and negative features. Students will provide constructive feedback on data visualization, storytelling techniques and ethical considerations. These will be assessed through peer reviews, presentations, and reflective essays.

3. Develop and defend solutions to ethical dilemmas specific to data-driven reporting within real-world scenarios. They will assess the application of accuracy standards while handling data and consider multiple perspectives and consequences. Assessment methods include case studied that simulate re-world reporting scenarios and reflective essays on ethical decision-making processes.

4. Create data-driven journalism projects that demonstrate adaptability to evolving media landscapes. These projects will involve gathering, analyzing, and interpreting data for news reporting and storytelling. They will be assessed through hands-on experiments, quizzes, midterm and final exams.

JOU 392 Directed Research

1. Varies by topic, to be described in the course syllabus for that offering.

JOU 394 Special Topics in Journalism

1. Varies by topic, to be described in the course syllabus for that offering.

JOU 396 Internship

1. Create materials that will aid in professional careers.
2. Identify personal strengths and articulate their relevance to the industry.
3. Describe intended brand identity.
4. Develop techniques to market personal brand to desired industries.
5. Reflect on personal, academic, and professional growth within desired industries.

JOU 421 Mass Communication History

1. Analyze the role of mass communication in American history.
2. Evaluate how the current media landscape is shaped by historical developments.
3. Design and create research on topics in mass communication history.

JOU 440 Current Topics in Media Ethics

1. Recognize the symbiotic relationship between journalism and democracy. They will explore how a free press contributes to informed citizenry, government accountability, and the functioning of democratic institutions. Through case studies and discussions, they will grapple with the complexities of balancing press freedom, national security, and public interest.
2. Identify the multifaceted roles of journalists and their duties to the public. They will delve into investigative journalism, storytelling, and the ethical responsibilities that come with informing and engaging diverse audiences. By analyzing real-world scenarios, they will navigate the tensions between advocacy, objectivity, and social justice.
3. Appreciate the significance of ethical journalism. They will understand that ethical reporting goes beyond factual accuracy—it encompasses fairness, transparency, and sensitivity to the impact of news on individuals and communities. Through case studies and reflective exercises, they will explore the ethical dilemmas faced by journalists and the implications of their choices.
4. Apply codes such as those from the Society of Professional Journalists (SPJ) to real-world scenarios. They will develop a nuanced understanding of professional responsibilities, cultural contexts, and evolving media landscapes.

5. Critically, creatively, and independently evaluate complex situations. They will apply journalism's ethical framework to dilemmas related to privacy, conflicts of interest, representation, and emerging technologies. Through case-based discussions and ethical simulations, they will articulate the rationale for their ethical choices, recognizing that no single solution fits all contexts.

JOU 450 Media Skills

1. Skillfully integrate diverse multimedia elements (such as photo galleries, videos, infographics, and social media content) into journalistic narratives. They will understand how each medium enhances storytelling and effectively engage your audience.
2. Tailor stories and content specifically for different multimedia platforms. They will consider the unique affordances and constraints of each tool (e.g., Instagram, Twitter, podcasts) to maximize impact.
3. Critically examine the dynamic landscape of media organizations' digital strategies. Explore factors such as audience behavior, technological advancements, revenue models, and emerging trends. Apply this understanding to inform their own media practices.
4. Engage in thoughtful discussions about ethical dilemmas arising from technological advancements in journalism. Explore topics like privacy, misinformation, bias, and the impact of algorithms. Develop strategies to uphold journalistic integrity while embracing innovation.

JOU 480 Advanced News Media Workshop

1. Develop news and feature story ideas for a specific audience and evaluate the marketability of ideas.
2. Apply journalistic practices and standards to producing news stories and online content.
3. Identify appropriate and credible sources and resources to produce news content
4. Demonstrate effective interviewing skills.
5. Recognize common journalistic formats and develop skills to organize information in a structure suitable for news dissemination to a specific audience.
6. Write clearly, accurately and concisely on deadline.
7. Develop professional working relationships with your sources, editors and peers.

8. Produce news content for multiple media including video, the web and social media.

9. Apply engagement, community listening and digital innovation strategies.

10. Connect your News Media Workshop experiences to potential career paths.

JOU 485 Mass Communication Law

1. Argue clearly and persuasively in the exercise of First Amendment press and speech clause freedoms and related public policies as demonstrated on written exams and class discussions.

2. Defend the media's rights and responsibilities under the First Amendment demonstrated in class discussions and in written work.

3. Identify aspects of the federal court system and legal procedures in written and oral responses.

4. Assess the dangers of libel, intellectual property infringement, invasion of privacy and other legal pitfalls demonstrated in written and oral work.

5. Interpret classroom study to society demonstrated through monitoring the news media and providing discussion of current cases and issues.

JOU 495 Study Abroad

1. Varies by topic, to be described in the course syllabus for that offering.

JOU 499 Independent Study: Journalism

1. Varies by topic, to be described in the course syllabus for that offering.

POP Program Course SLOs

POP 205 Introduction to Popular Culture

1. Students will demonstrate effective communication skills by analyzing, synthesizing, and presenting ideas related to popular culture. This includes proficiency in reading, writing, and oral communication.

2. Students will compare and contrast the presence of popular, pop, folk, and elite culture in their own lives and in broader society.

3. Students will critically evaluate how popular culture both reflects and perpetuates dominant ideologies. They will explore how media, entertainment, and cultural artifacts shape their perceptions of self, identity, and societal norms.

4. Students will apply foundational concepts and theories from popular culture studies to analyze their immediate cultural environment. This includes identifying cultural artifacts, media representations, and everyday practices.

POP 250 International Popular Culture

1. Effective Communication Skills: Students will demonstrate effective communication skills by proficiently reading, writing, and presenting about popular culture. They will convey their ideas clearly and persuasively in various formats.

2. Cultural Awareness and Objectivity: Students will develop cultural awareness by objectively evaluating cultures different from their own. They will recognize cultural nuances, biases, and historical contexts.

3. Application of Fundamental Concepts: Students will apply the six fundamental concepts of popular culture studies to their own lives and compare them with other cultures. They will explore themes such as identity, representation, and globalization.

4. Critical Evaluation of Value Choices: Students will understand, articulate, and evaluate reasons and justifications that can support their own and others' value choices regarding popular culture. They will engage in ethical discussions and consider diverse perspectives.

POP 300 Sports and Popular Culture

1. Students will critically analyze the complex interplay between sports, gender roles, and stereotypes in society and propose strategies to challenge and overcome harmful perceptions.

2. Students will investigate the historical and cultural factors that have contributed to the integration of sports into various media platforms and evaluate the implications of this phenomenon on society and popular culture.

3. Students will explore the intricate relationships between sports, business, and commerce and assess the ethical implications and potential conflicts of interest arising from these connections.

4. Students will engage in respectful and informed discussions on controversial topics related to sports and popular culture, demonstrating the ability to critically evaluate multiple perspectives and support arguments with evidence.

5. Students will collaborate with the instructor and peers to identify and investigate relevant issues and case studies that connect sports and popular culture to their specific areas of study or professional interests.

POP 205 Black Popular Culture

1. Students will analyze and communicate effectively about various forms of Black popular culture through written work, oral presentations, and discussions.

2. Students will critically examine the complex issues, representations, challenges, and opportunities surrounding Black popular culture from historical and contemporary perspectives.

3. Students will identify and interpret the multifaceted texts, narratives, aesthetics, and socio-cultural contexts that shape Black popular cultural productions.

4. Students will evaluate how Black popular culture reflects and influences societal perceptions, power dynamics, and lived experiences in America and the African diaspora.

5. Students will recognize and articulate the diverse value systems, ideologies, and counter-narratives that emerge from and intersect with Black popular culture expressions.

6. Students will develop and justify nuanced perspectives on controversies and ethical considerations surrounding the production, representation, and consumption of Black popular culture.

POP 333 Popular Music and Contemporary Society

1. Students will evaluate the multidimensional ways popular music, from the mid-twentieth century to the present day, has influenced and been influenced by major sociopolitical movements, ideologies, and demographic shifts.
2. Students will develop and apply interdisciplinary research skills by composing original scholarly works that synthesize relevant theories, methods, and sources from fields such as musicology, cultural studies, sociology, and media studies.
3. Students will locate, interpret, and build evidence-based arguments from a range of primary and secondary sources, including music recordings, lyrics, music videos, fan cultures, and industry documents.
4. Students will formulate a novel research question and execute an ethical, theoretically grounded study that generates new insights into popular music's complex intersections with sociocultural issues like gender, race, class, sexuality, globalization, etc.
5. Students will effectively communicate original research through cogent written analyses and creative projects that demonstrate technical proficiency in music/media composition or production.

POP 345 Japanese Popular Culture

1. Students will analyze and communicate effectively about various forms of Japanese popular culture through written work, oral presentations, and discussions, demonstrating proficiency in critically engaging with these cultural texts and practices.
2. Students will evaluate the influence and intersections of traditional Japanese religions, philosophies, and artistic traditions on contemporary popular culture expressions, societal values, and lived experiences.

3. Students will interpret and articulate the multidimensional meanings, aesthetics, and socio-cultural context that shape and are represented within Japanese popular culture productions.

4. Students will critically examine how Japanese popular culture both reflects and shapes perceptions and power dynamics and identify formations within Japan and its diaspora communities.

5. Students will distinguish and deconstruct common misconceptions, stereotypes, and oversimplifications about Japanese culture perpetuated through domestic and international media representations.

6. Students will develop and justify nuanced perspectives on controversies, ethical considerations, and global impacts surrounding the production, representation, and consumption of Japanese popular culture.

POP 369 Folklore and Pop Culture

1. Students will analyze elements of their daily lives and popular culture through the lens of Folklore.

2. Students will summarize the relationship and blurred boundaries between Folklore and popular culture using multidisciplinary approaches, including cultural studies and mass culture.

3. Students will evaluate popular culture and media texts utilizing folklore approaches including: tradition, variation, group, folkloresque, authenticity, and performance.

4. Students will assess the ways in which folklore develops and circulates in the modern, highly mediated world of today.

5. Students will develop a research project, utilizing Folklore theory and methodology, and formulate conclusions based on their research and analysis.

POP 394 Topics: Popular Culture

1. Varies by topic, to be described in the course syllabus for that offering.

POP 492 Directed Research

1. Students will employ advanced research strategies to locate, evaluate, and synthesize diverse sources and scholarship relevant to their chosen popular culture topic.
2. Students will formulate a clear, focused research question and rationale that identifies a novel gap, issue, or perspective within their popular culture study area.
3. Students will design and execute an ethical, theoretically grounded research study that critically analyzes their popular culture phenomenon using appropriate methods.
4. Students will articulate an advanced understanding of the interdisciplinary frameworks, debates, and power dynamics surrounding their popular culture research area.
5. Students will compose a substantive research paper(or produce a tangible product) that cohesively integrates relevant literature, analyzes findings through a critical lens, and adheres to discipline-specific style guidelines.
6. Students will professionally present their research design, findings, implications, and areas for future study through a polished oral-visual presentation at a research symposium or conference.

POP 494 Topics: Popular Entertainment

1. Varies by topic, to be described in the course syllabus for that offering.

POP 495 Study Abroad

1. Varies by topic, to be described in the course syllabus for that offering.

POP 499 Independent Study

1. Varies by topic, to be described in the course syllabus for that offering.

PRE Program Course SLOs

PRE 275 Principles of Public Relations

1. Define public relations, distinguish it from other communication practices and analyze how public relations is affected by integrated communication.
2. Evaluate relationships in public relations practice and describe the core tenets of public relations research.
3. Identify public relations plans, strategies and explain public relations evaluations.
4. Define components of public relations writing and analyze sources of multimedia/how they are used in public relations practice.
5. Explain how laws affect public relations practice and analyze crisis response strategies in public relations practice.
6. Describe global and cultural issues that affect public relations practice and identify public relations careers in a variety of sectors.

PRE 300 Event Planning and Messaging

1. Identify and describe different kinds of events that fulfill a public relations purpose.
2. Create strategic messaging goals as part of the planning for events that fulfill a public relations purpose and are appropriate for key target stakeholders.
3. Plan all details necessary to execute an event that fulfills a public relations purpose
4. Develop and implement a communication campaign to promote an event that fulfills a public relations purpose.
5. Execute logistics and other details needed for a successful event that fulfills a public relations purpose.
6. Evaluate the effectiveness of an event fulfilling a public relations purpose in achieving strategic messaging and other event goals.

PRE 305 Digital Media Strategies and Metrics

1. Plan, implement and evaluate digital and social media communication strategies.
2. Create communication tools with compelling content for various digital and social media platforms.

3. Utilize industry metrics to make data driven decisions about digital and social media communication strategies.

PRE 355 International Public Relations

1. Identify and respond to the influences of political and economic systems on public relations activity.
2. Explain the collective impact of global public relations as a theory of change.
3. Address complex communication issues that transcend national borders.
4. Interpret and align international public relations activities related to tourism, diplomacy and activism.

PRE 376 Public Relations Writing

1. Establish and defend the reasoning for use of specific public relations communications tools.
2. Conduct research to use in planning and creation of persuasive messages to specific target audiences.
3. Plan and create various public relations communication tools for multiple platforms.
4. Explain ethical issues related to writing public relations messages.

PRE 377 Public Relations Case Studies and Campaigns

1. Define and examine key cases in Public Relations, specifically branding, community relations, integrated communications, financial communication, issue advocacy, health communication, and crisis communication.
2. Create and evaluate Public Relations Strategies.
3. Examine problem-based case studies regarding controversies in current events and ethical issues that have made headlines in recent years.
4. Evaluate campaigns in Public Relations Management, specifically ethics and law, corporate social responsibility, media relations, conflict management, activism, consumer relations, entertainment and leisure, investor relations, cultural and other considerations.

PRE 385 Public Relations Research Methods

1. Explain what PR research is, its goal, and how to apply it to real world organizations.
2. Examine PR research theories, concepts, tools, and resources.
3. Recognize when PR research is needed (and which type of research is needed) in an organization and obtain the ability to master those methods (interview, focus group and content analysis).
4. Ability to write interview protocol, conduct interviews and focus groups, and write and present your findings.
5. Evaluate media, record behaviors, analyze data and write-up findings.

PRE 394 Topics in Public Relations

Not required- varies by topic.

PRE 396 Public Relations Internship

1. Create materials that will aid in professional careers.
2. Identify personal strengths and articulate their relevance to the industry.
3. Describe intended brand identity.
4. Develop techniques to market personal brand to desired industries.
5. Reflect on personal, academic, and professional growth within desired industries.

PRE 400 Client Relationship Management

1. Implement public relations client recruitment strategies.
2. Develop and manage an effective relationship with a public relations client.
3. Create a communication plan that works well with a public relations client's business plan and strategy.
4. Develop skills in resource allocation and budgeting over the life cycle of a client and PR practitioner relationship.
5. Track billable and non-billable units of time.

PRE 492 Directed Research

Not required- varies by topic.

School of Media & Communication SLOs.

PRE 495 Study Abroad

Not required- varies by topic.

PRE 499 Independent Study in Public Relations

Not required- varies by topic.