JMC STUDENT LEARNING ASSESSMENT ALIGNMENT MATRIX

A.Q. Miller School of Journalism and Mass Communications SLOs	MC 110: Mass Comm in Society	MC 120: Principles of Advertising	MC 165: KSDB Audition	MC 180: Fundamentals of Public Relations	MC 200: News & Feature Writing	MC 221: Advertising Writing	MC 241: Editing & Design	MC 251: Video News Production	MC 276: Concepts of Electronic Media Production	MC 280: Public Relations Writing	MC 303: Advanced News & Feature Writing	MC 306: Audio News Production	MC 316: Internet Journalism	MC 331: Digital Photography for Mass Media	MC 341: Advanced Editing & Design	MC 385: Media Practicum	MC 396: Mass Comm Research	MC 404: Public Affairs Reporting	MC 406: Advanced Electronic News Reporting	MC 411: Yearbook Editing & Management	MC 416: Photojournalism	MC 421: Advertising Sales	MC 423 Global Advertising	MC 426: Magazine Article Writing	MC 436: Magazine Production	MC 446: Advertising Media Planning	MC 456: Advertising Techniques	MC 461: Web Techniques	MC 466: Law of Mass Comm
Understand and apply First Amendment principles and the law appropriate to professional practice.	X	X	X	X	X	X	X	X		X	X	X	X		X			X	X		X			X	X		X	X	A
Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.	X	X		X	X						X							X	X		X			X	X			X	X
Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Understand concepts and apply theories in use and presentation of images and information.	X	X		X		X		X	X	X				X		X	A			X	X	X	X		X	X	X	X	X
Work ethically in pursuit of truth, accuracy, fairness and diversity.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Think critically, creatively and independently.	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Conduct research and evaluate information by methods appropriate to the communications professions in which they work.					X	X				X	X		X			X	A					X		X		X	X		X
Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.			X		X	X	X	X		X	A	X	X		X	X	X	A	A	X		X		X	X	X	A	X	X
Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.			X		X	X	X	X	X	X	X	X	X	X	A	X	X	X	X	X	X	X		X	X	X	X	X	X
Apply basic numerical and statistical concepts.		X			X	X				X	X		X			X	A					X				X	X		

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Apply tools and technologies appropriate for the communications professions in which they work.			X				X	X	X	X		X	X	X	X	X		X	X	X	X			X	X		A	A	
Kansas State University SLOs																													
Knowledge	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Critical thinking	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Communication	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Diversity	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Integrity	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X

X = Courses/experiences where student have an opportunity to learn the outcome.

A= Courses/experiences in which performance is used for program level assessment of the outcome.

JMC STUDENT LEARN

A.Q. Miller School of Journalism and Mass Communications SLOs	MC 471: Audio Techniques	MC 480: Public Relations Techniques	MC 481: Video Techniques	MC 491: Mass Comm Internship	MC 531: Communication Diversity and Social Change	MC 564 History of Mass Comm	MC 557: Advanced Advertising Techniques	MC 572: International Mass Comm	MC 573: Ethics in Mass Comm	MC 580: Convergence Reporting	MC 605: Supervision of School Publications	MC 612: Gender Issues & the Media	MC 625: Media Relations	MC 630: Public Relations Case Studies	MC 640: Advertising Campaigns	MC 645: Public Relations Campaigns	MC 665: Electronic Media Programming	MC 665: Advertising/ Public Relations Management	MC 670: Advertising & Social Responsibility	MC 685: Media Management	MC 705: Fundraising by Non-Profit Organizations	MC 710: History of Journalism	MC 712: Environmental Communications	MC 720: Ethics in Mass Comm	MC 725: International Communications	MC 730: Seminar on Issues in the Media	MC 765: Communication Theory	MC 780: Research Methods
Understand and apply First Amendment principles and the law appropriate to professional practice.	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X			X	X		X		A	X	X		
Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.	X		X	X	X	A		X	X			X		X	X	X	X		X			A	X	X		X	X	
Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	A	X	X	X	X
Understand concepts and apply theories in use and presentation of images and information.	X	X	X	X	A		X	X	X	X	X	X		X	X	X	X	X	X	A	X	X		X	X	X	A	X
Work ethically in pursuit of truth, accuracy, fairness and diversity.	X	X	X	X	X	X	X	X	A	X	X	X	X	X	X	X	X	X	A	X	X	X	X	A	X	X		X
Think critically, creatively and independently.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	A	X	A	X	X	X	X	X	X	X	X
Conduct research and evaluate information by methods appropriate to the communications professions in which they work.		X		X			X		X				X	X	X	X	X	X		X	X	X	X	X		X	X	X
Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.		A	A	X			X			X	X		X	X	X	X								X		X	X	X
Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	X	X	X	X			X		X	X	X		X	X	X	X	X	X		X	X	X	X			X	X	X
Apply basic numerical and statistical concepts.		X		X			X						X	X	X	X	X	X		X						X		X

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Apply tools and technologies appropriate for the communications professions in which they work.	A	A	A	X			A			A	X		X		X	X										X		
Kansas State University SLOs																												
Knowledge	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Critical thinking	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Communication	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Diversity	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Integrity	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X = Courses/experiences wh																												
A= Courses/experiences in v																												