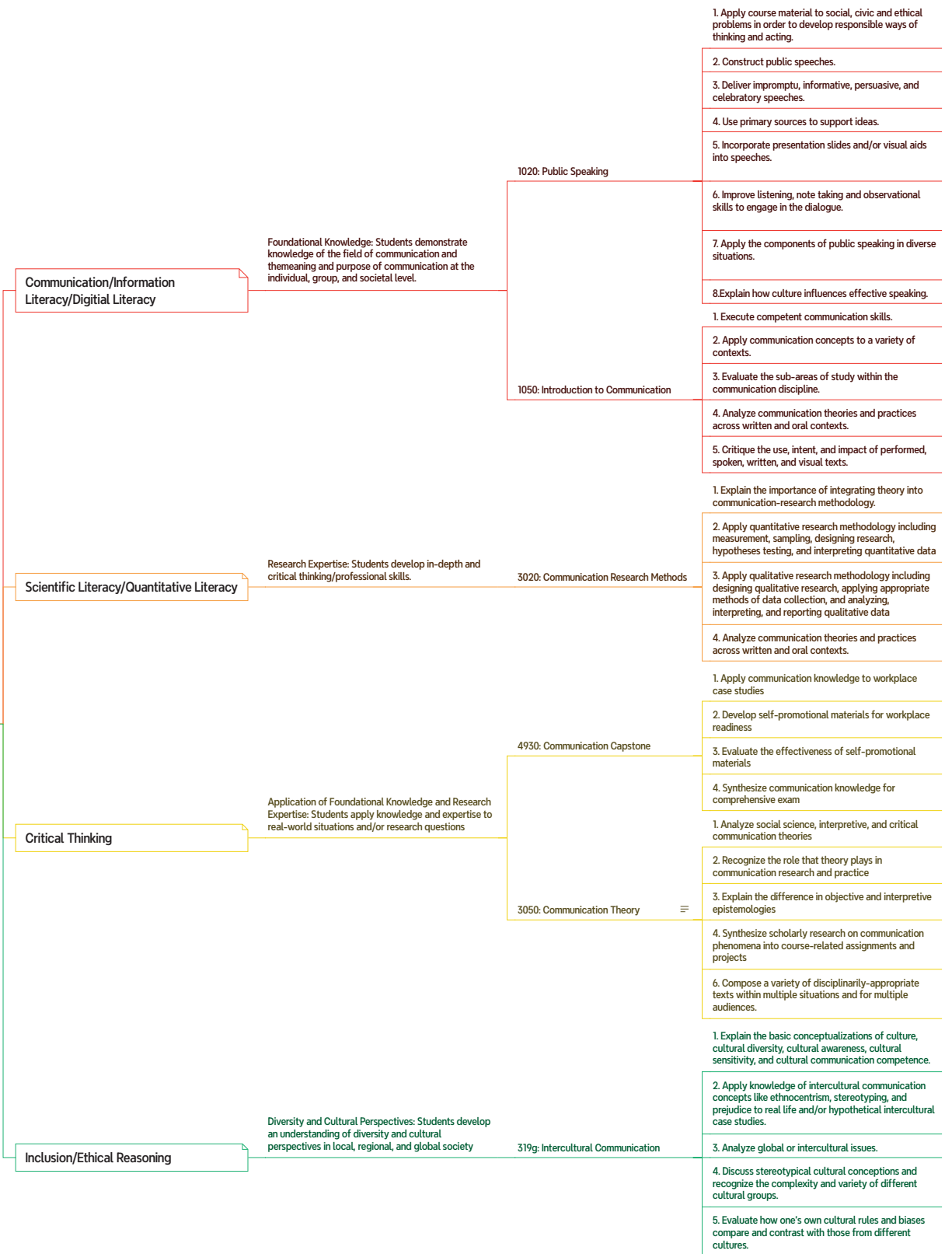


Applied Communication Program and Assessment Map

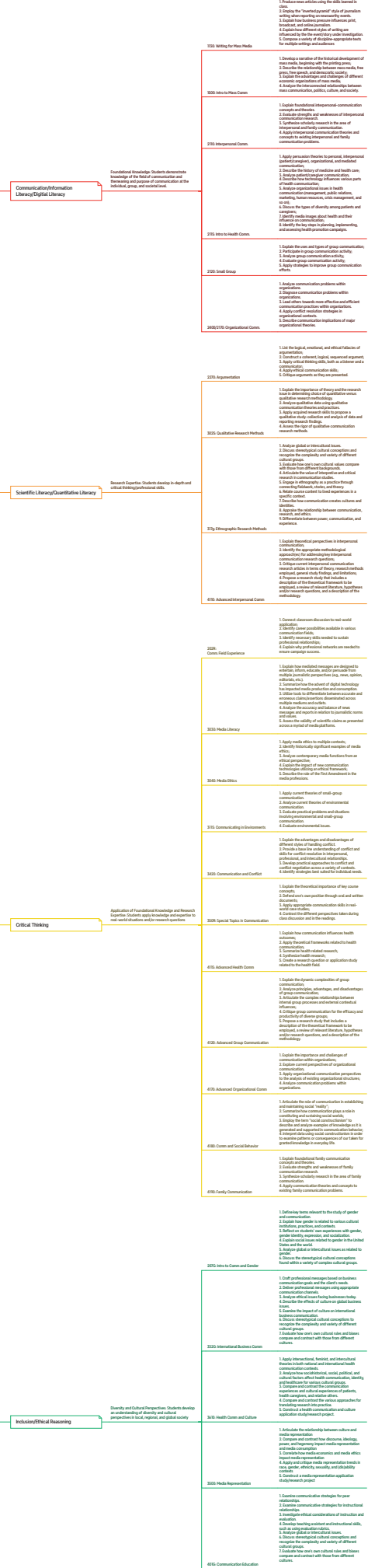
Prepared by Jordan Allen, Ph.D.

APCO Core Curriculum Map (ELO to Course)	CLICK HERE
APCO Elective Curriculum Map (ELO to Course)	CLICK HERE
APCO Core Curriculum Map (Course to ELO)	CLICK HERE
APCO Assessment Flowchart	CLICK HERE

Applied Communication Program Map (Core Courses)

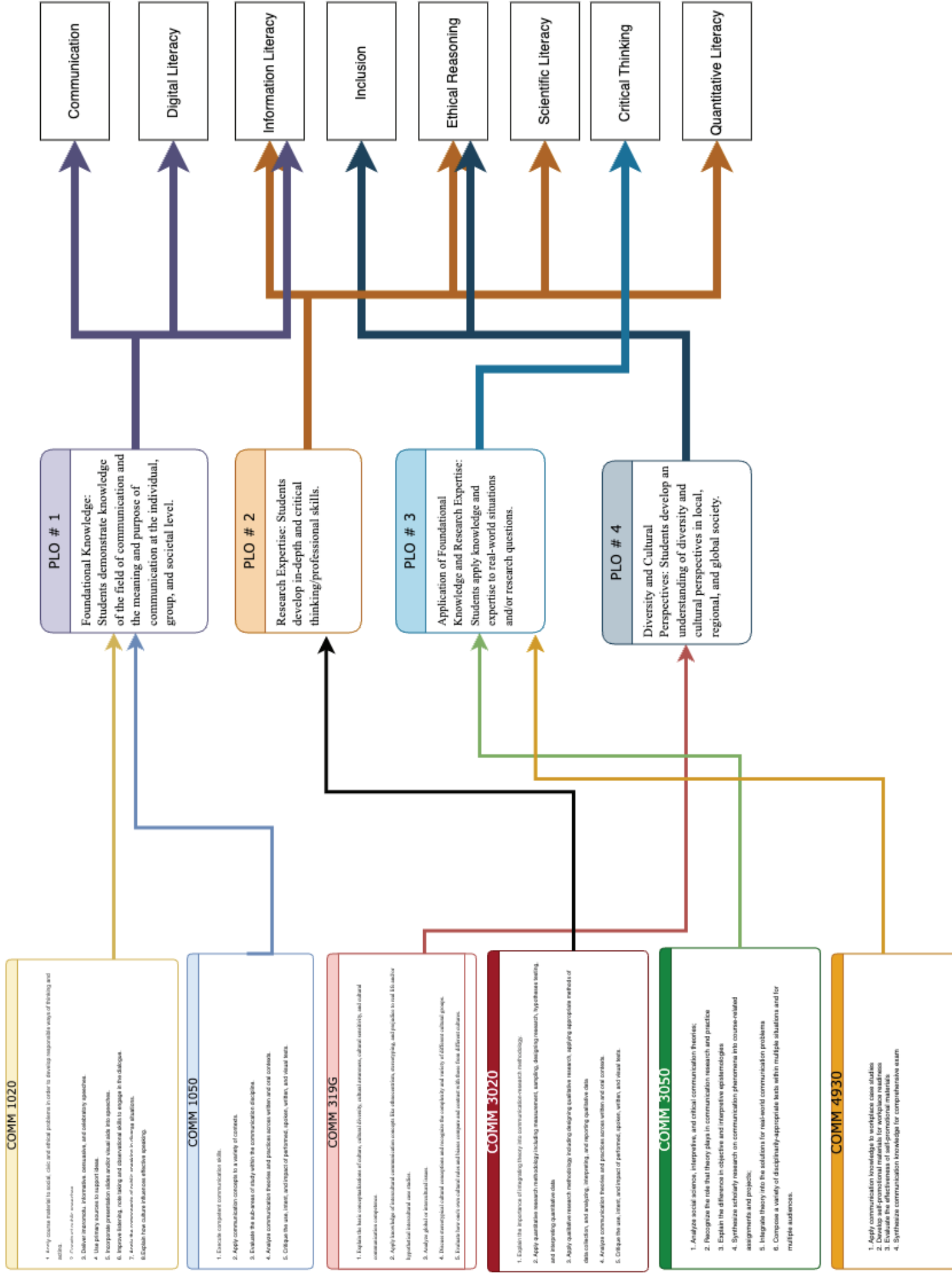


Applied Communication Elective Program Map



Core Course Learning Objectives

University Essential Learning Objectives



Program Learning Objectives

PLO Constructs

Operationalizations

Analysis (Click for Rubrics)

PLO-1: Foundational Knowledge: Students demonstrate knowledge of the field of communication and the meaning and purpose of communication at the individual, group, and societal level.

Communication: The construction, interpretation, and evaluation of messages.

Communication Apprehension Measures

Communicative Competence Measure

Writing Apprehension Measure

Critical Thinking Rubric

Case Study

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis

4930 Rubric

PLO2: Students develop in-depth and critical thinking/professional skills

Research Acumen: The confidence and ability to create and evaluate social scientific research.
Critical Thinking: The ability to summarize, synthesize and analyze information to address problems.

General Att. Measure adjusted for research methods.

COMM 3020 Research Proposal: Quantitative Literacy Rubric

3020 Class Content Survey (Cognitive Instrument)

Case Study from COMM 4930: LIWC Complexity Analysis

Critical Thinking Measure

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis

Descriptive Analysis/
Independent sample t-test

Descriptive Statistic

Descriptive Analysis/
Independent sample t-test

PLO3: Application of Foundational Knowledge and Research Expertise: Students apply knowledge and expertise to real-world situations and/or research questions.

Critical Thinking: The evaluation and assessment of messages/information.

Adjusted for News Article Credibility Measure

Critical Thinking Measure

Source Evaluation Essay Answer: Integrative Complexity Assessment Scale

Case Study from COMM 4930: LIWC Complexity Analysis

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis

Descriptive Statistic

PLO4: Diversity and Cultural Perspectives: Students develop an understanding of diversity and cultural perspectives in local, regional, and global society.

Intercultural Competence: The ability to reflexively communicate intercultural

Ethnocentrism Scale

Intercultural Sensitivity Measure

Cultural Awareness Question: 4930 Final Exam

Descriptive Analysis/
Independent sample t-test

Descriptive Analysis/
Independent sample t-test

Intercultural Awareness and Value Rubric