SAMPLE CURRICULUM MAP # 3: A Hypothetical B.S. in Mass Communications Program

LEGEND	OFMENTED				SELECT	ED <i>Proc</i>	aram St	udent Le	earning	Outcor	nes Th	e B.S. ii	n Mass	Commu	nication	s Progr	am Gra	duates	Will Be	Able To):		
[I] OUTCOME STATEMENT: The program outcome is	SEMESTER:	FALL 2006 DEPARTMENT OF	Demonstrate an understanding of the history and role of			2. Work ethically in pursuit of truth, accuracy, fairness and diversity.			3. Think critically, creatively and independently.			Conduct research and evaluate information by methods appropriate to the			5. Write correctly and clearly in forms and styles appropriate for the			Apply tools and technologies appropriate for the communication					SCORES
(X) EXPLICITLY (score of 2) or (M) IMPLICITLY (score of 1) reflected in the course syllabus as	UNIT RESPONSIBLE:	UNII IOLIDNALISM AND MASS			professionals and institutions in shaping		and diversity.						communication profession in which they work.			communications profession, audience and			professions in which they work.			CORES	OS SO
being a learning outcome for this course. [II] LEVEL OF INSTRUCTION:	DEGREE:	DEGREE: B.S. IN MASS COMMUNICATIONS		communications.												purposes they serve.						DEPTH S	SMENT FOC
(1) INTRODUCED - Students are not expected to be familiar with the content or skill at the collegiate level. Instruction and learning activities focus on basic knowledge, skills, and/or competencies and entry-level	A "TYPIC	CULUM COURSES FOR CAL" B.S. IN MASS CATIONS STUDENT	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	[i] Outcome Statement (X, M)	[ii] Level (I, E, R, A)	[iii] Feedback (F) / Assessment	COURSE BREADTH	COURSE	COURSE ASSES
complexity. Only one (or a few) aspect(s) of a complex program outcome is addressed in the given course (score of 1).		MCM 211: SOCIETY AND MASS COMMUNICATIONS		I	F		I			I	F		I			I	F				5	5	3
(E) EMPHASIZED - Students are expected to possess a basic level of	MCM 250: TELE	VISION PRODUCTION					I			I	F					E	F	X	I	F	4	5	3
knowledge and familiarity with the content or skills at the collegiate level. Instruction and learning		MCM 261: INTRODUCTION TO MEDIA WRITING					I			I	F		I			I	F	M	I	F	5	5	3
		MCM 310: HISTORY OF MASS COMMUNICATIONS		I	F		I			I	F		I	F		I	F				5	5	4
Several aspects of the outcome are addressed in the given course, but these aspects are treated separately	MCM 350: TV D	IRECTING					R			R								X	A	F	3	10	1
(score of 2). (R) <u>REINFORCED</u> - Students are	MCM 450: FILM	CRITICISM	M	R	F		E	F		E						E	F				4	9	3
expected to possess a strong foundation in the knowledge, skill, or competency at the collegiate level. Instructional and learning	MCM 390: COM SYST	PARATIVE MASS MEDIA EMS		E			R			A	F		E	F		R	F				5	14	3
activities continue to build upon previous competencies with increased complexity. All	<i>MCM 391</i> : RADI	O / TV ANNOUNCING					R			A	F					R	F		A	F	4	14	3
components of the outcome are addressed in the integrative contexts (score of 3).	MCM 440: LAW COM	AND MASS MUNICATIONS				M	E	F	M	A	F		I			R	F				4	10	3
(A) <u>ADVANCED</u> - Students are expected to possess an advanced level of knowledge, skill, or	MCM 445: ETHI	CS IN MEDIA				X	I	\mathbf{F}	X	R	F	M	E		M	R	F				4	9	3
competency at the collegiate level. Instructional and learning activities focus on the use of the content or skills in multiple contexts and at		TEMPORARY ISSUES AND IAL PROBLEMS IN MASS A				M	R		X	R	F	M	R	F	M	R	F				4	12	3
multiple levels of complexity (score of 4).		ODUCTION TO INTERNET WEB PAGE DESIGN				M	R		M	R	F	X	R	\mathbf{F}	M	R	F	X	A	F	5	16	4
[III] FEEDBACK ON STUDENT PERFORMANCE / ASSESSMENT: (F) Students are asked to demonstrate their learning on the outcome through homework, projects, tests, etc., and are provided formal Feedback (score of 1).		RES (i) COMMUNICATION, (ii) AND (iii) FEEDBACK POINTS	4	7	3	5	24	3	6	30	10	4	14	4	3	25	11	7	14	5			