

Webster University
School of Communications
Program Learning Outcomes

Fall 2006
Prepared by Office of Academic Assessment

SCHOOL OF COMMUNICATIONS PROGRAM LEARNING OUTCOMES

Communication and Journalism Department

Electronic and Photographic Media Department

DEGREE

MAJOR

LEARNING OUTCOMES

Graduate

MA	Media Communication	<p>Entry Assessment - MEDC 5000 - Media Communications Master current theory regarding context, organizations, and regulations for all media.</p> <p>Midpoint Assessment - MEDC 5400 - Media Production Management Manage projects within a communications framework.</p> <p>End Point Assessment - MEDC 6000 - Seminar in Media Communications Demonstrate ability to manage, design, execute and report on appropriate research projects for decision-making purposes.</p>
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MA

MEDIA LITERACY

Entry Assessment - MEDC 5310 - Media and Culture

Demonstrate a familiarity with the relationship between media and culture.
Demonstrate a command of media literacy concepts and principles.
Demonstrate a mastery of qualitative media literacy methodologies by conducting primary research that applies media literacy methodology to the media and/or media content.

Midpoint Assessment - MEDC 5480 - Comparative Approaches to Media Literacy

Demonstrate a command of the principles of the following qualitative approaches to media literacy analysis.
Participate in a class presentation in which students apply all five qualitative methodologies to the analysis of one presentation. Conduct primary research (one oral, one written), using two different qualitative approaches.

End Point Assessment - MEDC 5981 - Integrated Studies in Media Literacy

After completing MEDC 5981, the student will conduct an in-depth media literacy analysis on an assigned topic, using selected approaches to media literacy analysis.

MA

PUBLIC RELATIONS

Entry Assessment - MEDC 5000 - Media Communications

Master current theory regarding context, organizations, and regulations for all media.

Midpoint Assessment - MEDC 5342 - Writing for Media Communications: Public Relations

Mastery and application of major tactical-level communication tools.

End Point Assessment - MEDC 6000 - Seminar in Media Communications

Demonstrate ability to manage, design, execute, and report on appropriate research projects for decision-making purposes.

Undergraduate C & J

BA

MEDC

Entry Assessment - MEDC 1010 - Introduction to Mass Communications

Midpoint Assessment - MEDC 2200 - Ethics in the Media

Students will construct a valid and viable ethical framework that can be used, not just as media professionals, but in their daily lives. Students will become more productive ethical decision makers. Students will be able to recognize ethically challenging situations that will require greater metacognition.

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BA MEDC (con't).

End Point Assessment - MEDC 4100 - Law and the Media

Students will build a greater understanding of and appreciation for the development of the First Amendment and the critical roles free expression, speech and media play in a democratic society. Students will understand how key court decisions impact libel, copyright, privacy, ownership, commercial speech, and standards and taste. They will recognize the legal ramifications of the potential decisions and actions they make as a media professional.

BA MEDIA LITERACY

Entry Assessment - MEDC 1630 - Media Literacy

Demonstrate familiarity with media literacy principles and concepts. Demonstrate the ability to apply media literacy concepts to media and media programming. Become familiar with the following qualitative strategies with which to analyze and discuss media content: Process, Context, Framework, and Production Elements. messages (Keys to Interpreting Media Messages). Demonstrate the ability to conduct primary research, using qualitative research methodologies, in the following areas of study: journalism, advertising, American political communications, and interactive media."

Midpoint Assessment - MEDC 3190 - Introduction to Media Research

Students will demonstrate mastery of the following skills with an end product of a 10-15 page paper that conducts primary and secondary research: develop an hypothesis/problem statement, literature review, content analysis as a quantitative method of analyzing media messages, MLA format for citations, as well as advanced analysis skills.

End Point Assessment - MEDC 4850 - Seminar in Media Literacy

Lead discussion on assigned media literacy topics. Research and discuss media literacy principles and developments in the discipline. Conduct primary media literacy research on a topic of their choice, using qualitative or quantitative media literacy approaches.

BA SCRIPTWRITING

Entry Assessment - MEDC 1050 - Introduction to Media Writing

Demonstrate an understanding of the fundamentals of writing for a variety of media: print journalism, advertising, public relations, as well as writing for the screen.

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BA SCRIPTWRITING (con't).

Midpoint Assessment - SCPT 2900 - Scriptwriting

Demonstrate an understanding of the principles of writing for visual media and of the form and structure of writing for a variety of purposes: for advertising, for broadcast, for informational video, for narrative work.

End Point Assessment - MEDC 4620 - Senior Overview

Demonstrate the ability to construct effective narrative scripts, including character development, story, tension, and suspense, as well as demonstrate familiarity with proper script format.

BA ADVERTISING

Entry Assessment - ADVT 1940 - Introduction to Marketing Communications

Demonstrate an understanding and the integrated use of the tools of marketing communications to accomplish a client's objective.

Midpoint Assessment - ADVT 2910 - Writing for Advertising

Integrate strategic thinking, creativity, salesmanship, ad copywriting skills to produce an effective advertising campaign.

End Point Assessment - ADVT 4910 - Advertising Campaign Production

Demonstrate the ability to work as a team to solve a client's marketing problem by using research, strategic thinking, creative production and presentational skills.

BA BRJN

Entry Assessment - JOUR 1030 - Fundamentals of Reporting

Students understand basic principles of journalism are able to identify qualities of news and can write basic print news stories.

Midpoint Assessment - BRJN 2410 - Introduction to Radio and TV Journalism

Students will be able to write news for broadcast, to recognize and understand the language of broadcast news and understand the structure of a broadcast newsroom and the responsibilities of newsroom personnel.

End Point Assessment - BRJN 3590 - Television News: Reporting and Producing

Students will learn production skills including writing, directing, technical directing, operation of teleprompter, studio cameras and audio board. They will have performed all tasks involved in producing a weekly newscast for cable.

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LEARNING OUTCOMES

BA JOUR

Entry Assessment - JOUR 1030 - Fundamentals of Reporting

Midpoint Assessment - JOUR 2360 - History and Principles of American Journalism

End Point Assessment - JOUR 3300 - Newspaper Production Workshop

BA Global JOUR

Entry Assessment - JOUR 1030 - Fundamentals of Reporting

Midpoint Assessment - JOUR 3080 - Global Journalism

End Point Assessment - JOUR 4220 - Advanced Global Journalism

BA PUBLIC RELATIONS

Entry Assessment-PBRL 2100-Fundamentals of Communications and Public Relations

Full understanding and mastery of the public relations and corporate functions employed in both business and non-profit organizations including problem analysis, strategic planning, message development and tactical solutions employed in corporate communications, media relations, publications, community relations, consumer relations, employee communications and online Internet communications programs.

Midpoint Assessment - PBRL 2920 - Writing for Public Relations

Thorough knowledge of the application of written messages in the public relations process and the various writing formats used in written public relations materials.

End Point Assessment - PBRL 4920 - Public Relations Campaign

Thorough knowledge of the planning, development and execution of public relations campaigns.

BA SPCM

Entry Assessment - SPCM 1040 - Public Speaking

Student will apply strategies for being adapting to audiences and contexts as speakers.

Midpoint Assessment - SPCM 2200 - Group Communications

Students will learn the importance of interpersonal competence and conflict resolution as prerequisite skill sets to effective small group communication.

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BA SPCM (con't).

End Point Assessment - SPCM 4600 - Communication Theory

Students will apply their worldviews and understandings of speech communication theory to their own processes of inquiry.

Undergraduate E & P

BA AUDIO

Entry Assessment - AUDI 1000 - Audio Production

Students learn and are tested on the theories underlying the art and science of audio production, including a measurable understanding of signal flow and basic production skills.

BA AUDIO (con't).

Midpoint Assessment - AUDI 3000 - Multitrack Recording

Students learn basic multitrack theory and studio operation, run multitrack sessions working with musicians and voice talent, and learn intermediate signal processing techniques.

End Point Assessment - AUDI 4700 - Professional Development in Audio Production

Students demonstrate interview and internship survival skills such as successful execution of a resume and cover letter, success in mock interviews, and an understanding of the expectations of their first internship, and the qualities which can turn that internship into a successful career.

BA FILM PRODUCTION

Entry Assessment - FILM 2320 - Filmmaking I

Through hands-on exercises and the production of individual projects, student will learn the basic steps of pre-production, production, and post-production of a short black & white non-sync film.

Midpoint Assessment - FILM 3750 - Film Production II

Students learn to master the making of a color short with sound.

End Point Assessment - FILM 4620 - Senior Overview

Under the supervision of the film faculty the student will produce a film from the script developed in FILM 4600.

BA FILM STUDIES

Entry Assessment - FILM 1800 - Film Appreciation

Students will learn about the thematic aspects of film as exemplified in screenplays of the films screened in class.

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DEGREE MAJOR

Undergraduate E & P

LEARNING OUTCOMES

BA FILM STUDIES (con't).

Midpoint Assessment - FILM 2160 - Introduction to Film Theory and Criticism

The student will learn the major critical approaches to film and will be able to apply these concepts through film analysis.

End Point Assessment - FILM 4620 - Senior Overview

After faculty approval of an overview proposal, the student will write a 30-page thesis on a topic in film history/theory/criticism.

BA INTM

Entry Assessment - INTM 1600 - Introduction to Interactive Media

Students will be introduced to concepts of interactive media.

Midpoint Assessment - INTM 3500 - Audio and Video for Interactive Media

Students will understand how to produce audio and video for interactive media.

BA INTM (con't).

End Point Assessment - INTM 4620 - Senior Overview

After approval is granted, student will be assigned a mentor to help them with the development of a project.

BA INTM - Animation

Entry Assessment - INTM 1600 - Introduction to Interactive Media

Students will be introduced to concepts of interactive media.

Midpoint Assessment - INTM 3560 - 3-D Animation

Students will be introduced to the concepts of 3-D animation.

End Point Assessment - INTM 4620 - Senior Overview

After approval is granted, student will be assigned a mentor to help them with the development of a project.

BA PHOT

Entry Assessment - PHOT 1000 - Photo I

Students will learn the basic principles of camera operations, including the use of the aperture, shutter speed, and how to make good black and white RC enlargements.

Midpoint Assessment - PHOT 3000 - Color Photography

Students learn about color film, color temperatures of light sources, effects of atmospheric conditions on photographing in color, and how to make well-balanced color enlargements.

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BA PHOT (con't).

End Point Assessment - PHOT 4700 - Professional Development

Students learn to produce a professional portfolio in the area of photography they wish to pursue.

BA VIDEO

Entry Assessment - VIDE 1810 - Video Production I

Students will learn basic principles of camera operations, including handheld and tripod techniques, white balance, manual, iris, and manual focus.

Midpoint Assessment - VIDE 2520 - Video Production II

Students will learn production skills in two areas: Field production and studio production.

End Point Assessment - VIDE 3890 - Video Post-Production