**Program Assessment Plan for Communication**

### Program Mission
We empower our students with a rigorous Jesuit education in writing, speaking, critical thinking and media technology to foster meaningful, ethical participation in competitive communication professions.

### Curriculum
The curriculum provides more than one opportunity for students to meet the Program Learning Objectives.

### Key Courses and Assignments
- COMM 115 - Writing for Communication
- COMM 210 - Logical and Rhetorical Analysis
- COMM 215 - Introduction to Communication Theory
- COMM 316 - Communication Ethics
- COMM 415 - Senior Seminar

### Program Learning Outcomes to be Assessed

<table>
<thead>
<tr>
<th>PLO</th>
<th>Program Learning Outcomes</th>
<th>ILOs to which the PLOs map</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Students shall demonstrate the written communication skills one would expect of a professional in their field of</td>
<td>1</td>
</tr>
</tbody>
</table>

**Year:**

Is the evidence Direct or Indirect

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubics, Portfolio, Embedded Exam Questions etc.)

- Benchmarks
- ListSources
Program Learning Outcomes to be Assessed

PLO 2). Students shall demonstrate the oral communication skills one would expect of a professional in the field of

Year:

Is the evidence Direct or Indirect

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubics, Portfolio, Embedded Exam Questions etc.)

Benchmarks
ListOfSources

Program Learning Outcomes to be Assessed

PLO 3). Students shall demonstrate critical thinking skills and the ability to solve problems similar to those found in the field of

Year:

Is the evidence Direct or Indirect

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubics, Portfolio, Embedded Exam Questions etc.)

Benchmarks
ListOfSources
### Program Learning Outcomes to be Assessed

<table>
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<tr>
<th>PLO</th>
<th>4) Students shall demonstrate the ability to use technology common in the field of communication or mass communication</th>
</tr>
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</table>

**Year:**

Is the evidence Direct or Indirect?

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubics, Portfolio, Embedded Exam Questions etc.)

- Benchmarks
- ListOfSources

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<table>
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<tr>
<th>PLO</th>
<th>5) Students shall demonstrate the ability to apply moral values to judge ethical cases in the field of communication or mass</th>
</tr>
</thead>
</table>

**Year:**

Is the evidence Direct or Indirect?

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubics, Portfolio, Embedded Exam Questions etc.)

- Benchmarks
- ListOfSources

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<th>PLO</th>
<th>Statement</th>
<th>ILOs to which the PLOs map</th>
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<td>6.</td>
<td>Students shall demonstrate the ability to use communication theory to analyze communication and communication media in</td>
<td>3</td>
</tr>
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</table>

Year:

Is the evidence Direct or Indirect

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubics, Portfolio, Embedded Exam Questions etc.)

- Benchmarks
- ListOfSources