



University of Maryland University College

**Baccalaureate Degree Program in Communication Studies  
Department of Communication, Arts, and Humanities**

**PROGRAM ASSESSMENT PLAN**  
**Program Outcomes and Learning Assessment Criteria**

Summer 2007

**Baccalaureate Degree Program in Communication Studies**

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**PROGRAM OVERVIEW**

The Communication Studies major is designed for students interested in gaining expertise in workplace communication, focusing on the development of written and oral communication skills and on an increased understanding of human interaction. The curriculum includes courses in business and technical writing, communication theory, mass communication, journalism, public relations, and human communication. A degree in communication studies prepares graduates for a broad spectrum of professions including those of technical writer, editor, journalist, public affairs specialist, public relations or corporate communication professional, customer services representative, and personnel trainer.

**Baccalaureate Degree Program in Communication Studies**

**PROGRAM OF STUDY**

The program of study for the Baccalaureate Degree Program in Communication Studies is as follows:

**GENERAL EDUCATION REQUIREMENTS**

Communications	12 credit hours
Arts and Humanities	6 credit hours
Behavioral and Social Sciences	6 credit hours
Biological and Physical Sciences	7 credit hours
Mathematics	3 credit hours
Interdisciplinary or Emerging Issues	7 credit hours

**CROSS-CURRICULAR PERSPECTIVE REQUIREMENTS**

Historical Perspective	3 credit hours
International Perspective	3 credit hours
Civic Responsibility Perspective	3 credit hours

**REQUIRED FOUNDATION COURSES**

COMM 300	Communication Theory	3 credit hours
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**Writing & Language Arts Course**

Students must take one of the following writing and language arts courses:

WRTG 390	Writing for Managers	3 credit hours
WRTG 393/393X	Technical Writing	3 credit hours
WRTG 394/394X	Business Writing	3 credit hours
WRTG 489	Advanced Technical Editing	3 credit hours
WRTG 289	Introduction to Principles of Text Editing	3 credit hours

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**PROGRAM OF STUDY (continued)**

WRTG 288	Standard English Grammar, Usage, and Diction	3 credit hours
WRTG 388	Advanced Grammar and Style	3 credit hours
WRTG 391	Advanced Expository and Research Writing	3 credit hours

**Mass Communication Course**

Students must take one of the following mass communication courses:

COMM 379A	Critical Perspectives in Mass Communication	3 credit hours
COMM 400	Communication and the Law	3 credit hours
Any JOUR class		3 credit hours

**Speech Communication Course**

Students must take one of the following speech communication courses:

Any SPCH class		3 credit hours
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**Capstone Courses**

Students must take one of the following capstone courses during their last 30 semester hours of study.

WRTG 493	Advanced Technical Writing	3 credit hours
COMM 495	Seminar in Workplace Communication	3 credit hours
SPCH 397	Organizational Presentations	3 credit hours

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**PROGRAM OF STUDY (continued)**

Supplemental Courses

15 credit hours

To complete the 30 semester hours required for the major, students must take 5 of the following courses:  
[Please note: some courses offered outside the program have prerequisites. Students interested in taking these courses should prerequisites and consider taking the courses as electives or part of GER requirements.  
For example: PSYC 1 or BMGT 110]

Any COMM class

Any JOUR class

Any SPCH class

Any WRTG class

PSYC 334            Psychology of Interpersonal Relationships

PSYC 424            Communication and Persuasion

HRMN 302            Organizational Communication

HRMN 367            Organizational Culture

MRKT 310            Marketing Principles and Organization

MRKT 456            Advertising

**MINOR AND ELECTIVE COURSES**

49 credit hours

Minor and/or elective courses are to be taken in the last 60 hours along with required major courses. Refer to the current UMUC School of Undergraduate Studies Catalog for the minor and/or elective course requirements.

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**DEVELOPMENT OF PROGRAM OUTCOMES**

The table below identifies the curricular influences that support the program outcomes specific to the Baccalaureate Degree Program in Communication Studies.

<b>SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES</b>		
<b>Baccalaureate Degree Program in Communication Studies</b>		
<b>SOURCE</b>	<b>DESCRIPTION</b>	<b>WEB ADDRESS OR DOCUMENT NAME (if applicable)</b>
Core Learning Areas of the UMUC School of Undergraduate Studies	<p>All UMUC degree programs are required to imbed identified Core Learning Areas into the program of study. The Core Learning Areas are:</p> <ul style="list-style-type: none"> <li>• Written Communication (COMM)</li> <li>• Technology Fluency (TECH)</li> <li>• Information Literacy (INFO)</li> <li>• Quantitative Literacy (QUAN)</li> <li>• Critical Thinking (THIN)</li> <li>• Scientific Literacy (SCIE)</li> </ul> <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC <a href="#"><u>Institutional Plan for the Assessment of Student Learning</u></a>
National Communication Association (NCA)	As the oldest and largest national organization serving the academic discipline of communication, the NCA mission is “to promote the study, criticism, research, teaching and application of the artistic, humanistic, and scientific principles of communication.”	<a href="http://www.natcom.org"><u>www.natcom.org</u></a>

**Baccalaureate Degree Program in Communication Studies**

**PROGRAM OUTCOMES**

The program outcomes specific to the Baccalaureate Program in Communication Studies are delineated below. The program outcomes describe the expectations for all graduates of the Baccalaureate Program in Communication Studies.

<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b> <b>Baccalaureate Degree Program in Communication Studies</b>
	Upon completion of the Baccalaureate Degree Program in Communication Studies, graduates will be able to:
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+ Apply strategies for creating, editing and presenting effective written messages for different audiences and contexts.*
TECH	Evaluate technological concepts related to computers and components of information systems. + Use tools and technology to gather information as well as to develop and deliver messages.*
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+ Critically analyze information both to evaluate messages and to create effective oral or written messages.*
QUAN	Apply mathematical and numerical reasoning skills.+ Apply quantitative and reasoning skills to solve communication problems.*
THIN	Analyze communication situations to determine which oral and/or written communication skills to use.*
SCIE	Identify key concepts and principles of natural sciences.+ Formulate communication solutions to problems in professional and personal contexts.*

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

\* Denotes a program outcome specific to core skills, knowledge, and values gained from completion of requirements in the baccalaureate degree program. This program outcome is unique to each UMUC baccalaureate degree program.

**Baccalaureate Degree Program in Communication Studies**

**ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS**

The following grid aligns the program outcomes of the Baccalaureate Degree Program in Communication Studies with: 1) learning objectives from the designated program coursework and 2) specific methods used to assess student learning within the degree program.

<b>CURRICULAR ALIGNMENT</b>			
<b>Baccalaureate Degree Program in Communication Studies</b>			
<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+	Plan and write a research-based essay that makes effective use of resources found in databases available from UMUC's Office of Information and Library Services as well as resources located through Web search engines. (WRTG 101)	Research Paper
		Research, compile, and document relevant, credible information and use it to support ideas presented in your writing. (WRTG 393)	Research Paper
		Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)	Research Paper
		Conduct a systematic audience analysis and apply it to a report, essay, or research paper. (WRTG 391)	Research Paper

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<b>CURRICULAR ALIGNMENT</b>			
<b>Baccalaureate Degree Program in Communication Studies</b>			
<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
	Apply strategies for creating, editing and presenting effective written messages for different audiences and contexts.*	Apply strategies for planning, designing, developing, writing, editing, and packaging different types of technical communication used in organizations, such as proposals, business correspondence, instructions, and formal reports. (WRTG 393)  Apply strategies for planning, organizing, and writing a variety of workplace documents, including business letters, memos, résumés, and reports by considering the purpose and audience. (WRTG 394)	Individual Report/Paper  Individual Report/Paper
TECH	Evaluate technological concepts related to computers and components of information systems.+	Analyze issues faced by information system professionals, including security, ethical, and privacy problems. (IFSM 201)	Exam (Course/Chapter)
	Use tools and technology to gather information as well as to develop and deliver messages.*	Integrate appropriate graphics within the text of the document. (WRTG 393)  Integrate visuals, headings, and other graphics into business communications. (WRTG 394)	Individual Report/Paper  Individual Report/Paper
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+	Select relevant print and electronic sources to answer research questions. (LIBS 150)	Exam (Course/Chapter)

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<b>CURRICULAR ALIGNMENT</b>			
<b>Baccalaureate Degree Program in Communication Studies</b>			
<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
	Critically analyze information both to evaluate messages and to create effective oral or written messages.*	Research, compile, and document relevant, credible information and use it to support the ideas presented in your writing. (WRTG 393)	Individual Report/Paper
		Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)	Individual Report/Paper
QUAN	Apply mathematical and numerical reasoning skills.+	Solve linear, quadratic, higher-order polynomial, fractional, radical, exponential, logarithmic, and absolute value equations and inequalities. (MATH 107)	Exam (Course/Chapter)
		Develop problem solving skills. (MATH 105 or MATH 106)	Exam (Course/Chapter)
	Apply quantitative and reasoning skills to solve communication problems.*	Identify the elements of culture as a system of communication (SPCH 482)	Case Study
THIN	Analyze communication situations to determine which oral and/or written communication skills to use.*	Apply concepts of verbal, visual, and multimedia design in technical communication. (WRTG 493)	Individual Report/Paper
		Write many of the workplace documents you may be responsible for after you graduate. (COMM 495)	Individual Report/Paper

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<b>CURRICULAR ALIGNMENT</b>			
<b>Baccalaureate Degree Program in Communication Studies</b>			
<b>CORE LEARNING AREA</b>	<b>PROGRAM OUTCOMES</b>	<b>LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK</b>	<b>METHOD(S) OF ASSESSMENT</b>
SCIE	Identify key concepts and principles of natural sciences.+	Recognize the differences and the interrelationships among physics, chemistry, the earth sciences, and astronomy. (NSCI 100)	Exam (Course/Chapter)
		Explain the significance of DNA in determining the composition, characteristics, reproduction, and behavior of an organism. (BIOL 101)	Exam (Course/Chapter)
	Formulate communication solutions to problems in professional and personal contexts.*	Identify various approaches for resolving conflict and the appropriate/inappropriate situations in which to use these approaches. (SPCH 426)	Case Study

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

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