

**Cover Sheet for Degree-level Student Learning Outcomes**  
Completed forms are **due by December 1, 2003**

Directions: For each degree program and degree level (undergraduate and graduate), please complete separate cover sheets. Feel free to make copies of this sheet if needed. Those graduate programs with an integrated master's and doctoral program may provide one set of cover sheets.

Department / Unit: School of Journalism and Mass Communications DEC 02 2003

Title of Academic Program: Journalism and Mass Communications

Faculty contact(s) for the list of student learning outcomes for this academic program:

Dr. Todd Simon \_\_\_\_\_  
Dr. Charles Pearce \_\_\_\_\_  
\_\_\_\_\_

Type of Degree (check one):

- Bachelor's       Master's       Ph.D.       Ed.D.
- Certificate       Minor       Secondary major       Associate
- Joint Degree (list the degree types): \_\_\_\_\_
- Other: \_\_\_\_\_

**List of Student Learning Outcomes for this Degree Program**

Please provide an attached list of learning outcomes or copy and insert them below.

See attached.

Please check the description(s) that best reflect the information being submitted.

<input checked="" type="checkbox"/> Faculty for this degree program have met, reviewed, and endorse the list of student learning outcomes being submitted.	Date of Endorsement: <u>11/17/03</u>
<input type="checkbox"/> * This list of student learning outcomes is a <u>preliminary</u> document. We are working to finalize our list. Once completed, revisions to this list will be based on our assessment results.	Expected Date of Completion: _____
<input type="checkbox"/> * Faculty for this degree program have met and reviewed the list of student learning outcomes. Endorsement has <u>not</u> yet been reached at the time the list was submitted.	Expected Date of Endorsement: _____
<input type="checkbox"/> Other (please explain)	

\* For preliminary and non-endorsed lists of student learning outcomes, a Progress Report will need to be submitted by **June 1, 2004**.

Todd F. Smith  
 Department Head's Signature

Nov. 26, 2003  
 Date

[Signature]  
 Dean's Signature

12/1/03  
 Date

\_\_\_\_\_  
 Dean of the Graduate School's Signature  
 (Required for Graduate Degree Programs)

\_\_\_\_\_  
 Date

*All materials are to be sent to: Office of the Provost, 106 Anderson Hall*

*Professional Values and Competencies:*

All graduates of the A. Q. Miller School of Journalism and Mass Communications should be aware of certain core values and competencies and be able to:

- understand and apply First Amendment principles and the law appropriate to professional practice;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
- understand concepts and apply theories in the use and presentation of images and information;
- work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.