

Standing Requirements

Program Mission Statement

The Bachelor of Science degree program in Communication unites study of the written word from English programs, study of spoken and electronic messages from Communication programs, and study of an area of concentration chosen by each student. The goals of the program are (1) to educate media professionals, publicists, writers, and editors; and (2) to enhance critical thinking, understanding of the world, and other knowledge bases in order for students to develop resources for life as well as for careers.

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ERAU University Mission Statement

Our mission is to teach the science, practice and business of aviation and aerospace, preparing students for productive careers¹ and leadership roles in service around the world.²

Our technologically enriched, student-centered environment³ emphasizes learning through collaboration and teamwork,⁴ concern for ethical and responsible behavior,⁵ cultivation of analytical⁶ and management abilities,⁷ and a focus on the development of the professional skills needed for participation in a global community.⁸ We believe a vibrant future for aviation and aerospace rests in the success of our students. Toward this end, Embry-Riddle is committed to providing a climate that facilitates the highest standards of academic achievement⁹ and knowledge discovery,¹⁰ in an interpersonal environment that supports the unique needs of each individual.¹¹ Embry-Riddle Aeronautical University is the world's leader in aviation and aerospace education. The University is an independent, non-profit, culturally diverse institution providing quality education and research in aviation, aerospace, engineering and related fields leading to associate's, baccalaureate's, master's and doctoral degrees.

Program Alignment to University Mission

Select all that apply.

- ¹Preparing students for productive careers
- ²Preparing students for leadership roles in service around the world
- ³Technologically enriched environment
- ⁴Emphasize learning through collaboration and teamwork
- ⁵Concern for ethical and responsible behavior
- ⁶Cultivate analytical abilities
- ⁷Cultivate management abilities
- ⁸Develop the professional skills needed for participation in a global community
- ⁹Facilitating the highest standards of academic achievement
- ¹⁰Facilitating knowledge discovery
- ¹¹Providing an interpersonal environment that supports the unique needs of each individual

Standing Requirements

Program Outcomes

BS Communications Outcome Set

Outcome

Outcome	Mapping
DB_BSC_PO_01 Visual and Digital Literacies: Develop visual and digital literacies and design skills.	No Mapping
DB_BSC_PO_02 Communication Theories and Research Methods: Demonstrate understanding of the development, principles and goals of communication theories and put appropriate research methods into practice.	No Mapping
DB_BSC_PO_03 Communication Law/Ethics: Demonstrate understanding of legal and ethical principles unique to the study and practice of communication.	No Mapping
DB_BSBA_PO_04 Newswriting/Gathering: Develop effective information gathering and newswriting skills.	No Mapping
DB_BSBA_PO_05 Speaking Skills: Develop effective speaking and presentational skills.	No Mapping
DB_BSBA_PO_06 Professional Writing Skills: Develop professional writing skills for diverse audiences, purposes, and genres.	No Mapping

FL - Embry-Riddle General Education Competency Set (Copy 1)

General Education Competencies

Competency	Mapping
<p>Critical Thinking (DB, PC, WW) The student will apply knowledge at the synthesis level to define and solve problems within professional and personal environments.</p>	<p>Embry-Riddle General Education Competency Set: Critical Thinking (DB, PC, WW)</p>
<p>Quantitative Reasoning (DB, PC, WW) The student will demonstrate the use of digitally-enabled technology (including concepts, techniques and tools of computing), mathematics proficiency & analysis techniques to interpret data for the purpose of drawing valid conclusions and solving associated problems.</p>	<p>Embry-Riddle General Education Competency Set: Quantitative Reasoning (DB, PC, WW)</p>
<p>Information Literacy (DB, PC, WW) The student will conduct meaningful research, including gathering information from primary and secondary sources and incorporating and documenting source material in his or her writing.</p>	<p>Embry-Riddle General Education Competency Set: Information Literacy (DB, PC, WW)</p>
<p>Communication (DB, PC, WW) The student will communicate concepts in written, digital and oral forms to present technical and non-technical information.</p>	<p>Embry-Riddle General Education Competency Set: Communication (DB, PC, WW)</p>
<p>Scientific Literacy (DB, PC, WW) The student will be able to analyze scientific evidence as it relates to the physical world and its interrelationship with human values and interests.</p>	<p>Embry-Riddle General Education Competency Set: Scientific Literacy (DB, PC, WW)</p>
<p>Cultural Literacy (DB, PC, WW) The student will be able to analyze historical events, cultural artifacts, and philosophical concepts.</p>	<p>Embry-Riddle General Education Competency Set: Cultural Literacy (DB, PC, WW)</p>

DB_BS Communication

BS Communication Curriculum Map 2018

Courses and Activities Mapped to BS Communications Outcome Set

	Outcome					
	DB_BSC_PO_01 Visual and Digital Literacies: Develop visual and digital literacies and design skills.	DB_BSC_PO_02 Communication Theories and Research Methods: Demonstrate understanding of the development, principles and goals of communication theories and put appropriate research methods into practice.	DB_BSC_PO_03 Communication Law/Ethics: Demonstrate understanding of legal and ethical principles unique to the study and practice of communication.	DB_BSBA_PO_04 Newswriting/Gathering: Develop effective information gathering and newswriting skills.	DB_BSBA_PO_05 Speaking Skills: Develop effective speaking and presentational skills.	DB_BSBA_PO_06 Professional Writing Skills: Develop professional writing skills for diverse audiences, purposes, and genres.
Courses and Learning Activities						
COM 260 Introduction to Media	I	P	I		I	I
COM 265 Introduction to Newswriting	I	I	I	I		I
COM 225 Science and Technology Communication	I	I	P	I		P
COM 320 Mass Communication Law and Ethics	P	P	M			P
COM 322 Aviation and Aerospace Communication		P	P	M		M
COM 350 Environmental Communication	P	M	P	I	P	P
COM 360 Media Relations I	M	P	P	P	P	M
HU 362 Organizational Communication		M	M		M	M
COM 415 Nonverbal Communication	M	M	M		P	M
HU 143 Introduction to Rhetoric	I	P	I		I	I
COM 230 Digital Photography	M	I	I			
COM 268 Introduction to Sports Writing	I	P	P	P	I	P
COM 319 Advanced Speech	P	P	P		M	P
COM 325 Mass Media & Current Events	I	P	P		P	P
COM 326 Social Media Communication	M	P	P	P		P
HU 363 Communication & Society	P	M	P		P	M
COM 364 Visual Design	M	P	P			P
COM 395NN Travel Communication	M	P	I	M	I	M
COM 411 Web Design Workshop	M	P	P			P
HU 420 Applied Cross-Cultural Communication	P	M	M		P	M
COM 460 Media Relations II	P	M	P	P	M	M
COM 495 Grant Writing	I	P	P		P	M

Legend : I Introduced P Practiced M Mastered

BS Communication Assessment Schedule 2018

Courses and Activities Mapped to BS Communications Outcome Set

	Outcome					
	DB_BSC_PO_01 Visual and Digital Literacies: Develop visual and digital literacies and design skills.	DB_BSC_PO_02 Communication Theories and Research Methods: Demonstrate understanding of the development, principles and goals of communication theories and put appropriate research methods into practice.	DB_BSC_PO_03 Communication Law/Ethics: Demonstrate understanding of legal and ethical principles unique to the study and practice of communication.	DB_BSBA_PO_04 Newswriting/Gathering: Develop effective information gathering and newswriting skills.	DB_BSBA_PO_05 Speaking Skills: Develop effective speaking and presentational skills.	DB_BSBA_PO_06 Professional Writing Skills: Develop professional writing skills for diverse audiences, purposes, and genres.
Courses and Learning Activities						
2018-19 Assessment Cycle	✔	✔				✔
2019-20 Assessment Cycle			✔	✔	✔	
2020-21 Assessment Cycle	✔	✔				✔
2021-22 Assessment Cycle			✔	✔	✔	

Legend : ✔ = Aligned

DB_BS Communication

DB BS Communications 2012-13 Program Outcomes per Cycle

Courses and Activities Mapped to BS Communications Outcome Set

	Outcome						
	DB_BSC_PO_02 Digital delivery and visual design skills Develop digital skills for delivery of visual designs as well as Internet presentations.	DB_BSC_PO_03 Mass Media theory Understand the development, principles and goals of mass communication media, with emphasis on twenty-first century media.	DB_BSC_PO_04 Media law/ethics Understand specific legal and ethical environments unique to mass media communication.	DB_BSBA_PO_05 Newswriting/gathering Develop effective news and information gathering skills using interviews, print documents and Internet materials.	DB_BSBA_PO_06 Speaking skills Develop effective speaking skills appropriate for both small group communication and large audience presentations.	DB_BSBA_PO_07 Teamwork Communication Skills Develop teamwork communication skills appropriate to group projects.	DB_BSBA_PO_08 Writing for specific/general audiences and genres Develop professional writing skills, expressed in a variety of genres, directed at general and specific audiences.
Courses and Learning Activities							
2008-2009 .				✓			✓
2009-2010 .				✓			✓
2010-2012 .				✓			✓
2012-2013 .	✓					✓	
2013-2014 .			✓				
2014-2015 .	✓	✓			✓		
2015-16 .			✓	✓			✓
2016-17 .	✓					✓	
2017-18 .		✓		✓			✓

Legend : ✓ = Aligned

2017-2018 Assessment Cycle

Assessment Plan

Measures

BS Communications Outcome Set

Outcome

Outcome: DB_BSC_PO_03

Mass Media theory Understand the development, principles and goals of mass communication media, with emphasis on twenty-first century media.

- ▼ **Measure:** Student survey of COM 460
Course level Indirect - Survey

Details/Description:	Students enrolled in COM 460 will complete a survey to discern whether they perceive their class activities, materials, and assignments have enabled them to demonstrate their knowledge of the theory, principles and goals of crisis communication.
Criterion for Success:	80 percent of COM 460 student surveys will reflect they perceive that their class activities, materials and assignments have enabled them to demonstrate their knowledge of the theory, principles and goals of crisis communication.
Timeframe of Data Collection:	During the Fall of 2017 or Spring of 2018, COM program coordinator will convene COM program faculty to author the survey. The survey will be administered to students by COM 460 instructor. COM program coordinator will record and report the data.
Key/Responsible Personnel:	Rachel Friedman and Joanne Detore

▼ **Measure:** Student work evaluation of COM 460
Course level Direct - Student Artifact

Details/Description:	Communication faculty will serve as readers to discern if COM 460 student work reflects an understanding of the theory, principals and goals of crisis communication.
Criterion for Success:	80 percent of COM 460 student work will reflect an understanding of the theory, principals and goals of crisis communication.
Timeframe of Data Collection:	In the Fall 2017 or Spring 2018 semester, COM program coordinator will convene Communication faculty to author a rubric by which student work will be evaluated. The program coordinator will schedule, supervise and participate in collection and evaluation of student work, and will record the data. COM faculty will participate in the evaluation of the student work.
Key/Responsible Personnel:	Rachel Friedman and Joanne Detore

Outcome: DB_BSBA_PO_05

Newsriting/gathering Develop effective news and information gathering skills using interviews, print documents and Internet materials.

▼ **Measure:** Student survey of COM 265
Course level Indirect - Survey

Details/Description:	Students enrolled in COM 265 will complete a survey to discern whether they perceive their class activities, materials, and assignments have enabled them to demonstrate their skills in the inverted pyramid style of news-writing
Criterion for Success:	80 percent of COM 265 student surveys will reflect they perceive that their class activities, materials

and assignments have enabled them to demonstrate their skills in the inverted pyramid style of news-writing

Timeframe of Data Collection:

During the Fall of 2017 or Spring of 2018, COM program coordinator will convene COM program faculty to author the survey. The survey will be administered to students by COM 265 instructor. COM program coordinator will record and report the data

Key/Responsible Personnel:

Rachel Friedman and Steve Master

Supporting Attachments:

 COM 265 Survey Questions for DB_BSCOM_PO_05 (Adobe Acrobat Document)

EOC Survey Questions for DB_BS Comm

▼ **Measure:** Student work evaluation of COM 265
Course level Direct - Student Artifact

Details/Description:

Communication faculty will serve as readers to discern if COM 265 student work reflects appropriate skills in the inverted pyramid style of news-writing

Criterion for Success:

80 percent of COM 265 student work will reflect appropriate skills in the inverted pyramid style of news-writing

Timeframe of Data Collection:

In the Fall 2017 or Spring 2018 semester, COM program coordinator will convene Communication faculty to author a rubric by which student work will be evaluated. The program coordinator will schedule, supervise and participate in collection and evaluation of student work, and will record the data. COM faculty will participate in the evaluation of the student work

Key/Responsible Personnel:

Rachel Friedman and Steve Master

Outcome: DB_BSBA_PO_08

Writing for specific/general audiences and genres Develop professional writing skills, expressed in a variety of genres, directed at general and specific audiences.

▼ **Measure:** Student survey of COM 225

Course level Indirect - Survey

Details/Description:	Students enrolled in COM 225 will complete a survey to discern whether they perceive their class activities, materials, and assignments have enabled them to develop and demonstrate appropriate writing skills in the science-writing genre aimed at a mainstream audience.
Criterion for Success:	80 percent of COM 225 student surveys will reflect they perceive that their class activities, materials and assignments have enabled them to develop and demonstrate appropriate writing skills in the science-writing genre aimed at a mainstream audience
Timeframe of Data Collection:	During the Fall of 2017 or Spring of 2018, COM program coordinator will convene COM program faculty to author the survey. The survey will be administered to students by COM 225 instructor. COM program coordinator will record and report the data
Key/Responsible Personnel:	Rachel Friedman and Matt Sharp

▼ **Measure:** Student work evaluation of COM 225

Course level Direct - Student Artifact

Details/Description:	Communication faculty will serve as readers to discern if COM 225 student work demonstrates the development of appropriate writing skills in the science-writing genre aimed at a mainstream
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Criterion for Success:	audience 80 percent of COM 225 student work will demonstrate the development of appropriate writing skills in the science-writing genre aimed at a mainstream audience
Timeframe of Data Collection:	In the Fall 2017 or Spring 2018 semester, COM program coordinator will convene Communication faculty to author a rubric by which student work will be evaluated. The program coordinator will schedule, supervise and participate in collection and evaluation of student work, and will record the data. COM faculty will participate in the evaluation of the student work
Key/Responsible Personnel:	Rachel Friedman and Matt Sharp

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