

Student Learning Outcomes for Overall Program (JMS Core) within Courses

I=Introduce, D-Develop, M-Mastery

Students Learning Outcomes/Courses	JMS 600A	JMS 600B	JMS 619	JMS 620	JMS 701	JMS 799A
SLO 1: Explain the nature of theory and its significance to academic research	I	I	D	D	M	M
SLO 2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication	I	I	D	D	M	M
SLO 3: Describe, compare and contrast social scientific methodologies (quantitative and/or qualitative) to the study of mass communication	I	I	D	D	M	M
SLO 4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects	I	I	D	D	M	M
SLO 5: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.	I	I	D	D	M	M
SLO 6: Contextualize major events and milestones that contributed to specific mass communication phenomena	I/D	I/D	I/D	I/D	M	M
SLO 7: Write an academic paper that conforms to APA writing style	I	I	D	D	M	M
SLO 8: Develop appreciation for the diverse ways in which social science inquiry can be conducted in advertising, journalism, media studies and public relations.	I	I	D	D	M	M
SLO 9: Conduct original research and data analysis of a mass communication phenomena	I	I	D	D	M	M
SLO 10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.	I	I	I/D	I/D	M	M