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

**I=Introduce, D-Develop, M-Mastery**

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