

Program Learning Outcomes (PLOs) and Student Learning Outcomes (SLOs)

Program Learning Outcomes (PLOs)	Students Learning Outcomes (SLOs)
<p>PLO 1: Synthesize complex material and present it in a clear, concise manner.</p>	SLO 1: Explain the nature of theory and its significance to academic research
	SLO2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication
	SLO3: Describe, compare and contrast social scientific methodologies (quantitative and qualitative) to the study of mass communication
	SLO6: Contextualize major events and milestones that contributed to specific mass communication phenomena
<p>PLO 2: Conduct research on real-world problems, within the lense of academic theory.</p>	SLO9: Conduct original research and data analysis of a mass communication phenomena
	SLO10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.
	SLO4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects
	SLO5: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.
<p>PLO 3: Demonstrate ethical practices in professional and academic communication.</p>	SLO4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects
	SLO8: Develop appreciation for the diverse ways in which social science inquiry can be conducted in advertising, journalism, media studies and public relations.
	SLO10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.

PLO 4: Possess critical thinking and analytical skills to apply to mass communication and media studies phenomena.	SLO1: Explain the nature of theory and its significance to academic research
	SLO2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication
	SLO3: Describe, compare and contrast social scientific methodologies (quantitative and qualitative) to the study of mass communication

PLO 5: Explain major theories that have been developed to explain the relationship between media, culture, and society.	SLO1: Explain the nature of theory and its significance to academic research
	SLO2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication
	SLO8: Develop appreciation for the diverse ways in which social science inquiry can be conducted in advertising, journalism, media studies and public relations.

PLO6: Undertake a research project and be able to apply social scientific rigor throughout the process from explication of the theoretical construct to synthesis of the findings.	SLO9: Conduct original research and data analysis of a mass communication phenomena
	SLO5: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.
	SLO7: Write an academic paper that conforms to APA writing style
	SLO10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.

PLO7: Apply social science rigor approaches to strategic, professional and academic fields related to mass communication.	SLO9: Conduct original research and data analysis of a mass communication phenomena SLO10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.
	SLO7: Write an academic paper that conforms to APA writing style