

Program Learning Outcomes (PLOs) and Student Learning Outcomes (SLOs)	
Program Learning Outcomes (PLOs)	Students Learning Outcomes (SLOs)
PLO 1: Synthesize complex material and present it in a clear, concise manner.	SLO 1: Explain the nature of theory and its significance along with its application to appropriate reflection of inclusion, equity, and diversity of voices in 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, with an emphasis on the diverse perspectives and contributions, ensuring an inclusive and equitable understanding of the subject.
PLO 2: Conduct research on real-world problems, within the lense of academic theory.	SLO9:Conduct original research and data analysis of a mass communication phenomena, ensuring diverse perspectives and promoting equity in the process.
	SLO10: Develop competency of SPSS and statistical analysis approaches for mass communication phenomena
	SLO4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines as well as adhering to inclusive practices that embrace diversity and equity throughout the research process.
	SLO5: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.
PLO 3: Demonstrate ethical practices in professional and academic communication.	SLO4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines as well as adhering to inclusive practices that embrace diversity and equity throughout the research process.
	SLO8: Develop appreciation for the diverse ways in which social science inquiry can be conducted in advertising, journalism, media studies, and public relations, emphasizing inclusion and equity in the process.
	SLO10: Develop competency of SPSS and statistical analysis approaches for mass communication phenomena
PLO 4: Possess critical thinking and analytical skills to apply to mass communication and media studies phenomena.	SLO 1: Explain the nature of theory and its significance along with its application to appropriate reflection of inclusion, equity, and diversity of voices in 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.	SLO 1: Explain the nature of theory and its significance along with its application to appropriate reflection of inclusion, equity, and diversity of voices in 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, emphasizing inclusion and equity in the process.
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, ensuring diverse perspectives and promoting equity in the process.
	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
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, ensuring diverse perspectives and promoting equity in the process.
	SLO10:Develop competency of SPSS and statistical analysis approaches for mass communication phenomena
	SLO7:Write an academic paper that conforms to APA writing style