

California State University, Dominguez Hills
Comprehensive Assessment Plan for Bachelor of Arts in Advertising and PR

<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>
<i>ILOs</i>	<i>PLOs</i>	<i>SLOs</i>	<i>Course where each SLO is assessed</i>	<i>Assessment activity/ assignment used to measure each SLO</i>	<i>Assessment tool used to measure outcome success</i>	<i>Assessment schedule – how often SLOs will be assessed</i>	<i>How data/ findings will be quantitatively or qualitatively reported</i>	<i>Designated personnel to collect, analyze, and interpret SLO data</i>	<i>Program data/ findings dissemination schedule</i>	<i>Closing the loop strategies</i>
4	5,8,9	1	COM 467	Discussion questions; Final project	Rubric	Every 3 years	a, c	LD, AD, ASC	Fall 2018	b
4	5,8,9	2	COM 467	Discussion questions; Final project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2019	b,e
2,3	2,3,4	3	COM 467	Discussion questions; Final Project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2020	b,e
2,3,5	4,5,6	4	COM 490	Final project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2019	c,e
1,4,5	2,3,4	5	COM 490	Final project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2019	c,e
1,3	7,8,9,12	6	COM 490	Final project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2020	c,e
2,4	7,8,9,10	7	COM 490	Final project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2020	c,e
2,4	10,11,12	8	COM 490	Final project	Rubric	Every 3 years	c	LD, AD, ASC	Fall 2018	c,e
4	1	9	COM 302	Exam questions; research paper	Score; rubric	Every 3 years	a,c	LD, AD, ASC	Fall 2018	c,e

Institutional Learning Outcomes (ILOs)

- 1) Think critically and creatively and apply qualitative and quantitative reasoning to address complex challenges and everyday problems locally and globally. (Critical Thinking)
- 2) Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)

- 3) Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)
- 4) Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)
- 5) Develop knowledge of diversity and multicultural competencies and ways to use that knowledge to promote equity and justice at local and global levels. (Engaged Citizenry)

Program Learning Outcomes* (PLOs)

- 1) Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble for redress of grievances.
- 2) Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- 3) Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- 4) Demonstrate an understanding of the peoples and cultures and of the significance and impact of mass communications in a global society.
- 5) Understand concepts and apply theories in the use and presentation of images and information.
- 6) Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- 7) Think critically, creatively and independently.
- 8) Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- 9) Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- 10) Critically evaluate their own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness.
- 11) Apply basic numerical and statistical concepts to coursework.
- 12) Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**These program learning outcomes were produced by the Accrediting Council for Education in Journalism and Mass Communication. For the CSUDH Journalism program to achieve accreditation, it must adhere to ACEJMC's PLOs.*

Student Learning Outcomes (SLOs)

- 1) Describe and analyze theories for managing media images of a business, organization, or individual and the communication process with stakeholders, constituencies, audiences, and the general public.

- 2) Explain and apply methods for managing media images of a business, organization, or individual and the communication process with stakeholders, constituencies, audiences, and the general public.
- 3) Demonstrate an understanding of the history of advertising and public relations professionals in shaping those industries' practices for communicating with stakeholders, constituencies, audiences, and the general public through instruction in principles of advertising, marketing and public relations.
- 4) Apply the concepts and theories in the use and presentation of information of the communication process with stakeholders, constituencies, audiences, and the general public in order to prepare individuals to function as public relations assistants, technicians, and managers.
- 5) Describe and explain the ethical principles of advertising and public relations professionals including fairness, objectivity, diversity, truth and accuracy.
- 6) Produce and evaluate information and research by appropriate methods for advertising and public relations professionals.
- 7) Write clearly in forms and styles appropriate for the advertising and public relations fields in their communication with stakeholders, constituencies, audiences, and the general public.
- 8) Apply current tools and technologies appropriate for advertising and public relations professionals to communicate with stakeholders, constituencies, audiences, and the general public.
- 9) Identify and apply the principles and laws of freedom of speech and press, including the First Amendment and the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble for redress of grievances.

How Findings Will be Reported

- a) Percent who got exam items correct
- b) Number who received 80% or higher correct on exam
- c) Percentage of those scoring at or above 80% (4/5) on scale that measures mastery of SLO

Designated Personnel

LD = Dr. Linda Dam

AD = Dr. Ana de la Serna

ASC = Administrative Support Coordinator

Closing the Loop Strategies

- a) Curriculum revisions/redesign
- b) Syllabus revision
- c) Instructor training
- d) Adjustment of course standards
- e) Change method of assessing outcome