Undergraduate Degree Program
Program - CARTA Communication SLO (BS)

Mission Statement
The mission of the Bachelor of Science in Mass Communication degree is to produce career-ready graduates with a foundation in the principles of 21st Century multimedia communication. Graduates of the journalism track will have mastered all facets of traditional journalism as well as emerging trends in multimedia reporting. Journalism and broadcast media students learn to be critical thinkers, innovative writers, as well as professional leaders in their field.

Journalism and Media

Outcomes
FIU graduates should be able to achieve the following:

<table>
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<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
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<td><strong>Content Knowledge</strong></td>
<td><strong>Procedure:</strong></td>
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| Graduates will be able to conduct research and evaluate information, apply basic numerical and statistical concepts, and apply tools and technologies for broadcast and online communications for journalism and television. | **Assessment Instrument:** Rubric  
**Assessment Method:** Students must submit a multimedia news project incorporating images (video and photos), sound and print.  
A 100-point rubric developed by faculty is used to assess these areas and a team composed of two faculty members and the chair of the department is used to assess the SLOs. The following areas make up the major part of the assessment:

- Understanding of factual knowledge
- Application of knowledge in content area
- Analysis of information in content area |
| **Critical Thinking**                               | **Procedure:**  |
| Graduates will be able to think critically, creatively and independently in their own work and about the work of others. | **Assessment Instrument:** Rubric  
**Assessment Method:** For Journalism and Broadcasting students, a comprehensive assessment was developed by faculty for the capstone course: JOU4341C. Faculty developed a rubric measuring 20 areas, including the ability to think critically, creatively and independently; to communicate effectively orally, in writing and visually; and to use technology effectively to communicate the message. All students will be evaluated by a panel composed of two faculty members, the department chair and an outside professional in the field.  
**Course Assessed:** JOU 4341C  
**Sampling:** At least 10 students or 10%, whichever is greater.  
**Minimum Criteria for Success:** A minimum score of 3.7 out of 5.0 has been established as a minimum benchmark for success in assessing this SLO. |
| **Communication (Oral or Written)**                | **Procedure:**  |
| Oral Communication                                  | **Assessment Instrument:** Rubric |
| Graduates will be able to express subject matter information | **Procedure:** |


Assessment Method: Based on a rubric constructed by faculty, all students enrolled in the five capstone courses will be assessed on both of the central concepts of oral communications. All students will be evaluated by a panel composed of two faculty members and one working professional in their discipline.

For COM 4958 (previously listed as MMC 4410), the Advertising/Public Relations Dept. capstone course, a series of four different rubrics have been developed to assess the students final presentation on oral and visual communications skills as well as on critical thinking, writing skills and research. With regard to oral communications, the following elements are included in that rubric: Content: Assesses how the subject matter information is provided, that the structure of the organization supports content understanding, and that the presentation exhibited critical thinking. Delivery: Assesses oral communications skills, and that the presentation was delivered in an effective manner.

Course Assessed: COM 4958 (previously listed as MMC 4410)

Sampling: All Students in the 5 capstone courses.

Minimum Criteria for Success: 75% of overall 5 possible points, or 3.75 points on the capstone project.

### Written Communication

Graduates will demonstrate competency in basic writing strategies, including correct use of grammar, style, and punctuation.

Assessment Instrument: Rubric

Assessment Method: Based on a rubric constructed by faculty, all students enrolled in the five capstone courses will be assessed on both of the central concepts of oral communications. All students will be evaluated by a panel composed of two faculty members and one working professional in their discipline.

A series of four different rubrics have been developed to assess the students final presentation on oral and visual communications skills as well as on critical thinking, writing skills and research. With regard to written communications, the following elements are included in that rubric: Development of idea, organization of ideas and, use of language.

Course Assessed: MMC 3104

Sampling: All students in MMC 3104/Writing Strategies.

Minimum Criteria for Success: Students will achieve 72 points out of 100 points or better on the exam.