

## Academic Learning Compact

***Degree Program: Public Relations (BS) (CIP Code 09.0902)***

Intended Program Student Learning Outcomes	Direct and Indirect Measures	
	Direct Method of Assessment	Indirect Method of Assessment
<b>Outcome 1: [Communication Skills]</b> Students will be able to write correctly and clearly in Associated Press style.	<b><u>Direct Measure(s)</u></b> Course embedded assessment	<b><u>Indirect Measure(s)</u></b> N/A
<b>Outcome 2: [Critical Thinking Skills]</b> Students will be able to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	<b><u>Direct Measure(s)</u></b> Grading with criteria or rubric	<b><u>Indirect Measure(s)</u></b> Exit Survey
<b>Outcome 3: [Critical Thinking Skills]</b> Students will demonstrate ability to utilize research skills, methods, and concepts appropriate to the public relations profession.	<b><u>Direct Measure(s)</u></b> Pre and Post-Tests	<b><u>Indirect Measure(s)</u></b> Exit Survey
<b>Outcome 4: [Critical Thinking Skills]</b> Students will be able to think critically, creatively and independently.	<b><u>Direct Measure(s)</u></b> Course embedded assessment	<b><u>Indirect Measure(s)</u></b> N/A
<b>Outcome 5: [Content/Discipline Knowledge and Skills]</b> Students will be able to demonstrate a knowledge of history of public relations and the professionals who have shaped communications to this point.	<b><u>Direct Measure(s)</u></b> Pre and Post-Tests	<b><u>Indirect Measure(s)</u></b> Exit Survey
<b>Outcome 6: [Content/Discipline Knowledge and Skills]</b> Students will be able to demonstrate the impact of diversity, including gender, race, ethnicity and sexual orientation, in a domestic and global society in relation to public relations and mass communication.	<b><u>Direct Measure(s)</u></b> Exam (Item Analysis)	<b><u>Indirect Measure(s)</u></b> Exit interviews
<b>Outcome 7: [Content/Discipline Knowledge and Skills]</b> Students will be able to apply tools and technologies for the developing world of public relations, including digital media.	<b><u>Direct Measure(s)</u></b> Course-embedded assessment	<b><u>Indirect Measure(s)</u></b> Exit Survey

Intended Program Student Learning Outcomes	Direct and Indirect Measures	
	Direct Method of Assessment	Indirect Method of Assessment
<b>Outcome 8: [Content/Discipline Knowledge and Skills]</b> Students will be able to analyze professional ethical principles and relate said principles to working ethically in pursuit of truth, accuracy, fairness and diversity.	<b><u>Direct Measure(s)</u></b> Course-embedded assessment	<b><u>Indirect Measure(s)</u></b> Exit Survey
<b>Outcome 9: [Content/Discipline Knowledge and Skills]</b> Upon graduation students will be able to identify the principles and laws of the First Amendment, including freedom of speech and freedom of the press.	<b><u>Direct Measure(s)</u></b> Grading with criteria or rubric	<b><u>Indirect Measure(s)</u></b> N/A
<b>Outcome 10: [Content/Discipline Knowledge and Skills]</b> Students will be able to distinguish the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power and to assemble and petition for redress of grievances.	<b><u>Direct Measure(s)</u></b> Grading with criteria or rubric	<b><u>Indirect Measure(s)</u></b> N/A
<b>Outcome 11: [Content/Discipline Knowledge and Skills]</b> Students will be able to effectively apply learned theories of public relations to presentations of images and information in the field.	<b><u>Direct Measure(s)</u></b> Internships and clinical evaluation	<b><u>Indirect Measure(s)</u></b> N/A
<b>Outcome 12: [Content/Discipline Knowledge and Skills]</b> Students will be able to apply basic numerical and statistical data reporting concepts for a public relations and mass communication scholarly research paper designed to address a real-world public relations task.	<b><u>Direct Measure(s)</u></b> Research Paper/Proposal	<b><u>Indirect Measure(s)</u></b> N/A