



### Academic Learning Compact

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

Intended Program Student Learning Outcomes	Academic Learning Compact(s)	Direct and Indirect Measures	
		Direct Method of Assessment	Indirect Method of Assessment
(SLO) Students will be able to analyze professional ethical principles and relate said principles to working ethically in pursuit of truth, accuracy, fairness and diversity. (ACEJMC Stnd. - 2, 9; PVC - 6, 9).	Discipline Specific Knowledge	Direct - Comprehensive Exam	Indirect - Exit Survey
(SLO) Students will be able to apply tools and technologies for the developing world of public relations, including	Discipline Specific Knowledge	Direct - Course Embedded Assessment	Indirect - Exit Survey

digital media. (ACEJMC Std. - 2, 9; PVC - 12)			
(SLO) Students will be able to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. (ACEJMC Std. - 2, 9; PVC - 7, 10)	Discipline Specific Knowledge	Direct - Grading with Criteria or Rubric	Indirect - Exit Survey
(SLO) Students will be able to demonstrate a knowledge of history of public relations and the professionals who have shaped communications to this point. (ACEJMC Std. -2, 9; PVC - 1.2)	Discipline Specific Knowledge	Direct - Pre and Post-Tests	Indirect - Exit Survey
(SLO) 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. (ACEJMC Std - 2, 3, 9; PVC - 3, 4)	Critical Thinking	Direct - Course Embedded Assessment	Indirect - Exit Survey
(SLO) Students will be able to effectively apply learned theories of public relations to presentations of images and information in the field.	Discipline Specific Knowledge	Direct - Internships and Clinical Evaluation	Indirect - Exit Survey

(SLO) Students will be able to think critically, creatively and independently.	Critical Thinking	Direct - Course Embedded Assessment	Indirect - Other
(SLO) Students will demonstrate ability to utilize research skills, methods, and concepts appropriate to the public relations profession. (ACEJMC Stnd. - 2, 9; PVC - 5, 8, 11)	Discipline Specific Knowledge	Direct - Pre and Post-Tests	Indirect - Exit Survey
(SLO) 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.	Discipline Specific Knowledge	Direct - Grading with Criteria or Rubric	Indirect - Exit Survey
SLO) Students will be able to write correctly and clearly in Associated Press style.	Discipline Specific Knowledge	Direct - Course Embedded Assessment	Indirect - Exit Survey
SLO) 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.	Discipline Specific Knowledge	Direct - Grading with Criteria or Rubric	Indirect - Exit Survey
Students will be able to apply basic numerical and statistical data reporting concepts for a public relations and mass	Communication, Discipline Specific Knowledge	Direct - Exam (Item Analysis) Direct - Research Paper/Proposal	Indirect - Exit Survey

communication via pre-test and post-test.			
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