

**Department of Communications**  
 University Learning Outcomes [ULOs]  
 Department of Communications Program Learning Outcomes [PLOs]  
 Department of Communications Concentration Learning Outcomes [CNLOs]  
 ACEJMC Professional Values and Competencies

<b>CSUF University Learning Outcomes [ULOs]</b> <i>CSUF Graduates will be able to...</i>	<b>Department of Communications Program Learning Outcomes [PLOs]</b>  <i>All Communications majors will...</i>	<b>Department of Communications Concentration Learning Outcomes [CNLOs]</b>  <b>To avoid redundancy, this only a partial list of the 15 CNLOs</b>  <i>In the _ concentration, students will...</i>	<b>ACEJMC 'Professional Values and Competencies'</b>  ACEJMC Accrediting Standards: <a href="http://www2.ku.edu/~acejmc/PROGRAM/STANDARDS.SHTML">http://www2.ku.edu/~acejmc/PROGR AM/STANDARDS.SHTML</a>
Demonstrate intellectual literacy through the acquisition of knowledge and development of competence in disciplinary perspectives and interdisciplinary points of view. (ULO #1)	Demonstrate a basic knowledge of historical, legal, and ethical issues that affect professional practices, and information literacy in such knowledge. (PLO 07)	Demonstrate the ability to communicate in an ethical manner and with appreciation of acceptable historical and legal journalistic perspectives. (JOUR #2)	Understand and apply First Amendment principles and the law appropriate to professional practice.
		Demonstrate the ability to isolate and explain multiple important issues/trends in contemporary entertainment. (ETC #2)	Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
Evaluate the significance of how differing perspectives and trends affect their communities. (ULO #5)	Exhibit awareness of social, economic, and cultural diversity as demonstrated through the mass media. (PLO 06)  Apply appropriate concepts, models, and theories of communication to personal and professional situations. (PLO 05)	Demonstrate the ability to critically evaluate how societal factors such as economics, politics, religion, culture, technology, and other germane issues act to shape entertainment, and in turn, how entertainment acts to shape society. (ETC #1)	Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
		Demonstrate the ability to plan, manage, develop and present a professional-level Integrated Marketing Communications plan (IMC) from initial client input to final plans books and formal presentations. (ADV #1)	Understand concepts and apply theories in the use and presentation of images and information.
Demonstrate intellectual literacy through the acquisition of knowledge and development of competence in disciplinary perspectives and interdisciplinary points of view. (ULO #1)	Demonstrate a basic knowledge of historical, legal, and ethical issues that affect professional practices, and information literacy in such knowledge. (PLO 07)	Demonstrate the ability to conduct a client consultation, followed by development, administration, and evaluation of a professional communications effort that successfully addresses specific client needs. (PR #2)	Work ethically in pursuit of truth, accuracy, fairness and diversity.
Think critically, using analytical and quantitative reasoning, to apply previously learned concepts to new	Apply critical thinking, research, and analysis to meet personal and professional goals. (PLO 02)	Demonstrate the ability to appropriately and self-sufficiently use theory and research to support claims,	Think critically, creatively and independently.

situations, complex challenges and everyday problems. (ULO #2)		confirming the shift from assumption to evidence-based thinking. (ETC #3)	
		Be prepared to work in a research-based environment allowing for the planning and execution of a coordinated program including media, creative materials, trade and/or consumer promotions, production and methodology to measure the final outcome of the campaign. (ADV #2)	Conduct research and evaluate information by methods appropriate to the communications profession in which they work.
Communicate clearly, effectively, and persuasively, both orally and in writing. (ULO #3)	Demonstrate written and oral proficiency appropriate to the entry level of professional practice. (PLO 03)	Demonstrate the ability to plan, manage, develop and present a professional-level Integrated Marketing Communications plan (IMC) from initial client input to final plans books and formal presentations. (ADV #1)	Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
	Demonstrate effective use of communication tools and technologies appropriate to the entry level of professional practice. (PLO 04)	Demonstrate excellence in written communication and the ability to strategically use different media to communicate different types of informative and persuasive messages. (PR #3)	Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
Recognize their roles in an interdependent global community. (ULO #6)	Demonstrate skills and knowledge for entry into professional practice. (PLO 01)	Demonstrate the ability to critically evaluate how societal factors such as economics, politics, religion, culture, technology, and other germane issues act to shape entertainment, and in turn, how entertainment acts to shape society. (ETC #1)	Apply basic numerical and statistical concepts.
Work effectively as a team member or leader to achieve a broad variety of goals. (ULO #4)	Demonstrate awareness of the history and role of professionals within students' chosen occupational area. At the same time, Communications students will demonstrate current knowledge of and interest in their profession by active co-curricular engagement with professionals from outside of the classroom. (PLO08)	Demonstrate the ability to plan, manage, develop and present a professional-level Integrated Marketing Communications plan (IMC) from initial client input to final plans books and formal presentations. (ADV #1)	Apply tools and technologies appropriate for the communications professions in which they work.

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