

**Student Learning Assessment
Course Matrix**

Value or Competency	AD	Film	Journ	Media Studies	PR	Telcm	Strat Comm
Freedom of Expression	320	437,438, 439, 448, 449	403, 409	205, 405	370	381, 404, 486, 492	428B
History, Professions	320	346, 440, 445, 446	401, 403	250, 333, 433	370	385, 404, 486	428A
Domestic Diversity	422, 426	346, 440, 445, 446	409, 465	205, 411, 419	471, 473	385, 404, 486, 487	428C
Global Diversity	422, 426	346, 440, 445, 446	269, 402	205, 410, 452	471, 473	385, 489	428C
Ethics	420, 427	437, 438, 449, 448, 449	168, 409	205, 411	373, 471, 473	486, 487, 489	428B, 428D
Images & Information	320, 424, 427	437, 438, 440, 445, 449, 448, 449	168, 480	205, 250, 333, 410, 411, 413, 433, 451, 452, 454, 455	370, 473	383	428D, 428E
Critical/Creative Thinking	422, 424	346, 437, 438, 439, 440,443, 444, 445, 446, 448, 449	360, 403	205, 250, 304, 310, 333, 410, 411, 413, 451, 452, 454, 455	473	404, 486, 487, 489	428C, 428D, 428E
Research/Evaluate	420, 422, 424,	437, 438, 439, 448, 449	462, 464, 480	304, 310, 413, 418	420, 473	310, 487, 489, 493	428D
Writing	421, 425, 468	346, 446	460, 464, 465	205, 250, 405, 410, 411, 413	471	486, 487, 489	428B, 428C, 428D, 428E
Critical Evaluation	420, 424, 425, 427	437, 438, 439, 440, 445, 448, 449	467, 480, 481	205, 250, 304, 310, 405, 410, 411, 413, 418, 419	420, 471, 473	486, 487, 489	428C, 428D, 428E
Numerical & Statistical	420, 422	437, 438, 439, 448, 449	260, 467	304, 310, 418	420, 473	310, 487, 493	428D, 428E
Tech/Tools App	421, 422, 424	437, 438, 439, 448, 449	269, 469, 481	242, 304, 310, 413, 418	471	280, 310, 383, 484	428D, 428E

Bellisario College of Communications
Courses used for Student Learning Assessment

Course #	Course Title	Course Description
COMM 168	American Journalism: Values, Traditions, and Practices	This course is designed to give students a broad overview of American journalism, its past, present and future; its traditions, principles and values.
COMM 205	Gender, Diversity and the Media	Explores the relationship between media and society through critical analysis of its role in social reality.
COMM 242	Basic Video/Filmmaking	Introduction to basic motion picture techniques, emphasizing practical experience in filmmaking.
COMM 250	Film History and Theory	Exploration of film theory and criticism in the context of aesthetic, technological, and economic evolution of film history.
COMM 260W	News Writing and Reporting	News and news values; legal and ethical problems of reporting; writing and reporting news for the mass media.
COMM 269	Photojournalism	Photography for communication in print and online; creating photographs for newspapers, magazines and the Web; digital camera and software skills.
COMM 280	Introduction to Telecommunications Technologies	Students will evaluate content creation and distribution methods and demonstrate proficiency across emerging digital products and services.
COMM 304	Mass Communication Research	Introduction to research methods in mass communications.
COMM 310	Digital Media Metrics	Analysis of audience data for traditional and new media to create metrics for advertising, content marketing and audience analysis.
COMM 320	Introduction to Advertising	Advertising management in business, including communication theory; common industry practices; basics of copy, media, and budget decision; and environmental influences. A student may not receive credit for both COMM 320 and MKTG 322.
COMM 333	Film History for Filmmakers I: The Development of the Cinema to 1960	History of the art, industry, economics, culture, and technology of cinema from its origins to 1960.
COMM 346	Writing for the Screen I	A beginning course in narrative Screenwriting emphasizing analysis, creativity, and critiquing skills necessary for the development of storytelling.
COMM 360	Radio Reporting	Reporting, writing, producing, and presenting radio news programs, focusing on the development of news judgment and writing skills.
COMM 370	Public Relations	Public understanding of organizations and institutions; identification and analysis of public; media relations; public relations practice.
COMM 373	Crisis Communications in Public Relations	The course is designed to introduce students to organizational risk assessment and protecting an organization's reputation in times of crisis.
COMM 381	Telecommunications Regulation	Overview of the regulation of electronic media.
COMM 383	Advanced Video Production	Advanced video production techniques and production management issues.
COMM 385	Media Programming Strategies	Framework, principles, and strategies for media programming from perspective of content distributors and media outlets.
COMM 401	Mass Media in History	Relationship of news media to social, economic, and political developments in the Western world.
COMM 402	International Reporting	International Reporting is an advanced level course in the College of Communications designed to give student journalists experience in reporting the news in a foreign country.
COMM 403	Law of Mass Communications	Nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.
COMM 404	Telecommunications Law	Overview of the regulation of electronic media.
COMM 405	Political Economy of Communications	Structure and functions of American and other mass communications systems and their relationship to political and economic systems.
COMM 409	News Media Ethics	Ethical problems in the practice of journalism; principal public criticisms of news media; case study approach.
COMM 410	International Mass Communications	The role of international media in communication among and between nations and peoples.
COMM 411	Cultural Aspects of the Mass Media	The mass media as creators and critics of mass culture in American life; relationships between the media and mass culture.
COMM 413	The Mass Media and the Public	Nature of mass communications, relationships between mass media and public, media influences on opinion; social pressures on the media.
COMM 418	Media Effects: Theory and Research	Investigation of social and psychological effects of media messages and technologies via theories and empirical evidence pertaining to processes of effects.
COMM 419	World Media Systems	Comparative study of modern mass systems and the evolution and structure of specific countries' systems.
COMM 420	Research Methods in Advertising and Public Relations	Primary and secondary research methods used in the development of solutions to advertising and public relations problems.
COMM 421W	Advertising Creative Strategies	Planning, designing, writing advertisements; introduction to graphics and production techniques and processes; layout and copywriting practice and critiques.
COMM 422	Advertising Media Planning	Analysis, selection, and scheduling of advertising media; examination of algorithms, technologies, and software used in media planning.
COMM 424	Advertising Campaigns	Advertising campaign problems from the viewpoint of the national advertiser and advertising agency; production of a complete advertising campaign.

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Course #	Course Title	Course Description
COMM 425	Advanced Advertising Campaigns	An academic option for student AAF members who will develop an integrated advertising campaign to be presented in District competition.
COMM 426	International and Intercultural Strategic Communication	Advertising and public relations in the international and intercultural arenas; multicultural strategic communications strategies.
COMM 427	Client/Agency Relations	Building and maintaining client/agency relationships in advertising, public relations and direct response agency business functions.
COMM 428A	Principles of Strategic Communications	Principles of Strategic Communications provides an overview of the various media and communications methods that comprise modern integrated marketing campaigns.
COMM 428B	Strategic Communications Law	Analysis of laws and regulations affecting online advertising and strategic communications.
COMM 428C	Strategic Communications in a Global Environment	Strategic Communications in a Global Environment will provide students with a framework for applying public relations and advertising tools across media platforms and across cultures.
COMM 428D	Research & Analytics	This course covers online research methods for strategic communication, including web analytics, online surveys, online interviews, and content analysis.
COMM 428E	Social Media Strategies	This course covers social media theory, tools and best practices to prepare students for current and future use of social media.
COMM 433	Film History for Filmmakers II: The Development of the Cinema from 1960 to the Present	History of the art, industry, economics, culture, and technology of cinema from 1960 to the present.
COMM 437	Advanced Documentary Production	Advanced exploration of documentary production techniques and aesthetics through the completion of a short video project.
COMM 438	Advanced Narrative Production	Advanced exploration of narrative production techniques and aesthetics through the completion of a short film or video project.
COMM 439	Advanced Alternative Production	Advanced exploration in experimental and animation forms through the production of a film or video project.
COMM 440	Advanced Cinematography and Lighting Techniques	Advanced exploration in camera, lighting, audio, and color-grading techniques, emphasizing technical skills as well as aesthetics.
COMM 443	Producing Workshop	This course will immerse students in the language and practice of producing film and video projects.
COMM 444	Advanced Post-Production Techniques	This course offers intensive practical experience in editing, motion graphics and sound mixing techniques, emphasizing both technical skills and aesthetics.
COMM 445	Directing Workshop	An advanced aesthetic and skill production course in directing for the screen.
COMM 446	Writing for the Screen II	An advanced course in screenwriting that further develops elements of storytelling technique.
COMM 448	Advanced Group Production I	A two sem advanced production course emphasizing intensive collaborative film-video production from script through post-production.
COMM 449	Advanced Group Production II	Continuation of advanced production course emphasizing intensive collaborative film-video production from script through post-production.
COMM 451	Topics in American Film	Critical and historical studies of American films. Analysis of directing, cinematography, editing, screenwriting, and acting.
COMM 452	Topics in International Cinema	Critical and historical studies of topics in non-American film. Analysis of theory, direction, cinematography, editing, and screenwriting.
COMM 454	Documentary in Film and Television	Study of representative films from various documentary movements, examining form, technique, trends, and audience objectives.
COMM 455	Advanced Film Theory and Criticism	Close examination of classic and contemporary film theory and critical perspectives.
COMM 460W	Reporting Methods	Techniques in reporting news and trends at the local, regional, and county levels. Emphasis on both deadline and interpretive reporting.
COMM 462	Feature Writing	Reporting and writing the human interest article for newspapers and magazines.
COMM 464W	Editorial, Opinion and Commentary Writing	Introduces techniques of editorial, opinion and commentary writing.
COMM 465	Television Reporting	Television news reporting and production.
COMM 467	News Editing and Evaluation	Concepts and procedures involved in processing news for various news media, but with emphasis on print media editing.
COMM 468	Graphic Applications in Print Communications	Issues, concepts, and practice identified with contemporary design strategies for print journalism, advertising, and public relations.
COMM 469	Photography for the Mass Media	Development of an informed and critical approach to photocommunication; individual and team projects, seminars, and critiques.
COMM 471	Public Relations Media and Methods	Analyzing media and audiences for public relations purposes; planning, designing, and writing public relations communications; press relations and publicity methods.
COMM 473	Public Relations Campaigns	Case studies and problems in publicity and public relations in industry, government, and institutions.
COMM 480	Television News	Produce a weekly television newscast.
COMM 481	Advanced Multimedia Production	Advanced work in multimedia production using web authoring, video editing, audio editing, image editing and animation software.
COMM 484	Emerging Telecommunications Technologies	Overview of technology of electronic media and related societal issues.

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Course #	Course Title	Course Description
COMM 486W	Telecommunications Ethics	Drawing on normative theory and political philosophy, this course explores problems in ethics and social responsibility in telecommunications.
COMM 487W	Advanced Telecommunications Management and Leadership	Strategic management, leadership and ethics issues including marketing, financing, entrepreneurship, and innovation.
COMM 489W	Advanced Telecommunications Topics	Exploration of advanced topics related to the telecommunications industries. Topic varies by section.
COMM 492	Internet Law and Policy	Development in the law, policy, and business of Internet-mediated communications and commerce; emphasis on impact on existing legal, regulatory, and economic models.
COMM 493	Entrepreneurship in the Information Age	Provides students with knowledge/tools to take their innovation/technology idea through the business planning, capital, and operations budgeting processes.