

Program - Public Relations (BS) - Mapping: Curriculum Mapping

Legend: (1) Introduced, (2) Reinforced, (3) Mastered, (4) Assessed

Learning Outcomes	WRI 111	WRI 216	WRI 226	COM 170	COM 235	COM 241	COM 319	PRS 310	PRS 250	PRS 380	PRS 381	PRS 390
SLO 1 - Students will construct communications for diverse audiences via a wide range of platforms.	1		2	1, 4	2	2	2	3	2	3, 4	3, 4	3
SLO 2 - Students will demonstrate proficiency in Public Relations and Journalism.	1	1	2			2	2	2		3, 4	3, 4	
SLO 3 - Students will apply visual communication techniques to a variety of strategic communications.		1	2				2			3, 4	3, 4	3
SLO 4 - Students will design research instruments, enact Public Relation campaigns, and evaluate their effectiveness.		1					2	3		3, 4	3, 4	3
SLO 5 - Students will apply theories and models in Public Relations to real world situations.				1	1	2	3	2	2	3, 4	3, 4	4
SLO 6 - Students will prepare for a supervised senior project that results in a professional-quality Public Relations initiative for an outside organization.				1, 4	1, 4	1, 4				4	4	4