

ACHIEVEMENT MATRIX
Practical Skills

Course taken to fulfill area requirement: COMM 108 COMM 213 COMM 214

Objectives: Upon completion of the practical skills requirement the student will be able to:	Assessment Activity(s)	Description of Results
1. Demonstrate awareness of audiences’/partner’s needs/expectations.		
2. Analyze critically messages delivered to an audience/partner.		
3. Express thoughts and emotions effectively and appropriately.		
4. Demonstrate understanding of the effects of nonverbal behavior.		
5. Support ideas appropriately and sufficiently for the chosen message and audience.		
6. Advocate one’s own position & respond non-defensively to another’s position.		
7. Evaluate the ethical implications of communication practice.		
8. Evaluate his/her own performance(s) for the purpose of self-improvement.		

Student Feedback:

Do you feel that you have demonstrated adequately your competence with all of the objectives identified above?

If your answer is no, would you have liked more or better opportunities to display your competence? With which of the objectives?

Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?

ACHIEVEMENT MATRIX
Communication Codes

Course taken to fulfill area requirement: COMM 324 COMM 400 COMM 422

Objectives: Upon completion of the communication codes requirement the student will:	Assessment Activity(s)	Description of Results
1. Be able to articulate the nature of symbolic communication and the principles governing the use of symbols in verbal & nonverbal systems.		
2. Be able to apply principles of symbolic communication to interpret & construct messages		
3. Understand how symbols are used to construct ideas and values; that is, how symbolic interaction is creative & developmental.		
4. Understand how people use symbols to form identities, construct social realities, create unique thought processes, and connect with one another.		
5. Be able to recognize how symbol systems vary in different contexts, appreciate their diversity, and understand how they are used to enact culture.		

Student Feedback:

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If your answer is no, would you have liked more or better opportunities to display your competence? With which of the objectives?

Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?

ACHIEVEMENT MATRIX
Communication and Influence

Course taken to fulfill area requirement: COMM 404

Objectives: Upon completion of the communication and influence requirement the student will be able to:	Assessment Activity(s)	Description of Results
1. Show how theories of communication influence may be applied in explaining the outcome of “real world” events.		
2. Recognize the key variables in communication influence situations (i.e. source, message, channel, receivers) and show how altering one or more of these variables changes the outcome.		
3. Show how research related to communication influence theory is used to extend and modify initial theoretical formulations.		
4. Show how a variety of theories may be reconciled to illustrate how both central & peripheral routes to the use of influence are used.		
5. Evaluate whether controversial methods of influence really work.		

Student Feedback:

Do you feel that you have demonstrated adequately your competence with all of the objectives identified above?

If your answer is no, would you have liked more or better opportunities to display your competence? With which of the objectives?

Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?

ACHIEVEMENT MATRIX
Interpersonal and Small Group Interaction

Course taken to fulfill area requirement: COMM 312 COMM 407

Objectives: Upon completion of the interpersonal and small group interaction requirement the student will:	Assessment Activity(s)	Description of Results
1. Be familiar with process and functional models of interaction, including developmental models which address changes in the nature of interaction among consistent interactants over time..		
2. Be able to recognize roles that may be assumed by interactants including those roles which are constituted by power or its lack.		
3. Be able to recognize tensions played out in interaction, including the negotiations of decision and the interactive nature of conflict.		
4. Be able to identify the dynamics of interactive influence, including the effects of trust, disclosure and dominance on compliance		
5. Be able to identify ways in which communicative interaction constitutes and transforms personal identities as well as the climate or culture in which interaction occurs.		

Student Feedback:

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If your answer is no, would you have liked more or better opportunities to display your competence? With which of the objectives?

Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?

ACHIEVEMENT MATRIX
Cultural Studies

Course taken to fulfill area requirement: COMM 309b COMM 322

Objectives: Upon completion of the cultural studies requirement the student will:	Assessment Activity(s)	Description of Results
1. Be able to recognize and articulate how power affects the shaping of cultural and individual identity.		
2. Understand how identities affect communication and vice versa.		
3. Understand how culture influences verbal language.		
4. Understand how culture influences nonverbal communication.		
5. Understand ways of thinking, perceptions and interpretations.		
6. Understand cultural adjustment strategies in contexts.		
7. Understand how culture develops and perpetuates stereotypes and how these stereotypes affect communication.		
8. Identify elements of common ground among diverse cultures.		

Student Feedback:

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Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?

ACHIEVEMENT MATRIX
Applied Communication

Course taken to fulfill area requirement: COMM 311 COMM 411

Objectives: Upon completion of the applied communication requirement the student will:	Assessment Activity(s)	Description of Results
1. Understand that communication is essential for the development and maintenance of organizations.		
2. Understand the effects of new communication technologies on modern, complex organizations.		
3. Be familiar with the various theories for understanding communication in applied settings.		
4. Recognize the various contexts and applications of applied communication.		
5. Understand the role of globalization and diversity in the development and maintenance of organizations.		
6. Be able to assess communication in organizations and suggest recommendations to improve communication climates.		
7. Learn the skills necessary for communicating in organizational settings, including interviewing, small group/team work, conflict, and professional presentations.		
8. Understand how other areas (interpersonal, small group, public speaking, gender, intercultural, and theory) apply to institutional settings.		

Student Feedback:

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Do you feel you excelled in any one objective? Which one?

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ACHIEVEMENT MATRIX
Experiential Learning and Forensics

Course taken to fulfill area requirement: COMM 110 COMM 310 COMM 495

Objectives: Upon completion of the experiential learning and Forensics requirement the student will:	Assessment Activity(s)	Description of Results
1. Students will identify strengths and weaknesses in an applied area of communication.		
2. Students will gain a working understanding of how principles of communication operate in an authentic context.		
3. Students will evaluate their progress in developing their communication skills.		

Student Feedback:

Do you feel that you have demonstrated adequately your competence with all of the objectives identified above?

If your answer is no, would you have liked more or better opportunities to display your competence? With which of the objectives?

Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?

ACHIEVEMENT MATRIX
Communication Research

Course taken to fulfill area requirement: COMM 319

Objectives: Upon completion of the communication research requirement the student will:	Assessment Activity(s)	Description of Results
1. Be familiar with the similarities and differences among research methods in the communication discipline.		
2. Be familiar with the kinds of research questions and results generated by each type of research.		
3. Recognize strengths and weaknesses in completed research.		
4. Be able to design a simple communication research project.		
5. Be conversant with the vocabulary of communication research.		

Student Feedback:

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ACHIEVEMENT MATRIX
Senior Theory Seminar

Course taken to fulfill area requirement: COMM 414 COMM 415

Objectives: Upon completion of the senior theory requirement the student will be able to:	Assessment Activity(s)	Description of Results
1. Recognize the concepts of key historical and contemporary theories of communication/rhetoric		
2. Identify differences and similarities among theoretical explanations of communication/rhetoric.		
3. Understand that various conceptualizations of communication influence both the enactment of communication and the kinds of research questions likely to be posed about communication.		
4. Analyze communication behavior through a theoretical frame.		
5. Evaluate communication theory, research and practice in terms of their ethical implications for human interaction.		

Student Feedback:

Do you feel that you have demonstrated adequately your competence with all of the objectives identified above?

If your answer is no, would you have liked more or better opportunities to display your competence? With which of the objectives?

Do you feel you excelled in any one objective? Which one?

Did you get something out of the class that was *not* covered by the stated objectives?