

Communication Assessment Plan Rev. 4/4/2018

Communication	14-15	15-16	16-17	17-18	18-19	19-20
COMMB1 - Public Speaking						
• Upon completion of this course, student will be able to apply critical thinking skills when listening to, analyzing and evaluating oral messages.			X			
• Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		X		X		
• Evaluate contexts, attitudes, values and responses of different audiences.			X			
• Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		X		X		
• Manage communication apprehension.	X	X		X		
COMMB2 - Interpersonal Communication						
• Upon completion of the course, the student will be able to describe ways that communication creates, develops and changes personal identities; explain the effect of communication on personal identities.			X			
• Describe the effects of communication on interpersonal relationships and social and cultural realities.			X			
• Demonstrate an understanding of ethical interpersonal communication founded on communication theory and research.			X			
• Diagnose conflict in interpersonal relationships and demonstrate appropriate conflict resolution methods.			X			
COMMB4 - Persuasive Communication						
• Upon completion of the course, the student will be able to apply critical thinking skills when listening to, analyzing and evaluating oral messages.				X		
• Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		X		X		
• Evaluate contexts, attitudes, values and responses of different audiences.		X				
• Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		X		X		
• Manage communication apprehension.		X		X		
• Apply strategies and theories of persuasion in day-to-day interactions.				X		
COMMB5 - Rhetoric and Argumentation						
• Upon completion of the course, the student will be able to construct appropriate factual, value, and policy claims associated with substantial social and political issues.						X
• Research and evaluate evidence from a variety of sources.						X
• Discriminate between valid and fallacious argument types.						X
• Build sound and effective arguments.						X
• Gain proper understanding and use of a variety of debate formats.						X
• Advocate positions effectively in both written and oral forms.						X
COMMB6 - Intercultural Communication						
• Demonstrate self awareness of personal beliefs, strengths, weaknesses, interpersonal style, and behavioral tendencies and how they impact personal development and healthy relationships with various kinds of people and cultural groups.		X	X			
• Exhibit openness to ideas, values, norms, situations and behaviors that are different from your own showing a desire to learn new things and explore new experiences.		X	X			
• Value interpersonal engagement with other cultures and the people who live in them.		X	X			
• Employ positive regard for people from other cultures.		X	X			
• Exhibit emotional resilience, the capacity to recover quickly from psychologically and emotionally stressful situations and to remain open to new experiences		X	X			
• Identify and analyze cultural issues affecting a minimum of three ethnic groups						X

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COMMB7 - Organizational Communication

• Upon completion of the course, the student will be able to apply theories of organizational communication to their real-life encounters.	X					
• Describe the interpersonal and group communication processes and illustrate their effects in the workplace.	X					
• Identify and internalize leadership attributes in organizations.	X					
• Build a template of standards for ethical organizational communication.	X					
• Investigate and understand differences in internal and external communication in public and private organizations.			X			

COMMB8 - Small Group Communication

• Upon completion of the course, the student will be able to apply critical thinking skills when listening to, analyzing and evaluating oral messages.				X		
• Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		X		X		
• Evaluate contexts, attitudes, values and responses of different audiences.				X		
• Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		X		X		
• Manage communication apprehension.		X		X		
• Make decisions and solve problems while working effectively in a small group.				X		

COMMB9 - Health Communication

• Upon completion of the course, the student will be able to apply theories of human communication to their real-life health experiences.			X			
• understand and explain the perspectives of women, minorities, and non-western cultures related to health care issues.			X			
• apply theories of effective communication to promote health.			X			
• identify and analyze critical problems in the field of health communication.			X			

COMMB10 - Leadership and Communication

• Upon completion the student will be able to: the student will be able to articulate the theories and fundamental roles of communication and persuasion in the leadership process.			X			
• Upon completion the student will be able to: research analyze, and deliver oral presentations on leadership communication topics			X			
• Upon completion the student will be able to: apply and relate their knowledge and personal communication experience to theories of persuasive, group, interpersonal and intrapersonal communication skills appropriate for leadership scenarios.			X			
• Upon completion the student will be able to: analyze their own communication, social and leadership skills			X			

COMMB21 - Oral Interpretation

• Upon completion the student will be able to: Distinguish between the various forms of literature.						X
• Upon completion the student will be able to: Research, select, assemble and arrange individual and/or group oral presentations.						X
• Upon completion the student will be able to: Edit literature using techniques that focus on unity of time, place, action, mood and character						X
• Upon completion the student will be able to: Analyze and critique literature for the purpose of interpretation.						X
• Upon completion the student will be able to: Use a variety of verbal and nonverbal skills to bring the literature to life and heighten the effectiveness of the performer's message.						X
• Upon completion the student will be able to: Evaluate and critique peer performances.						X