

Communication Assessment Plan Rev. 9/17/2018

Communication	16-17	17-18	18-19	19-20	20-21	21-22
<b>COMMB1 - Public Speaking</b>						
• Upon completion of this course, student will be able to apply critical thinking skills when listening to, analyzing and evaluating oral messages.	C	C				
• Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		C				P
• Evaluate contexts, attitudes, values and responses of different audiences.	C					
• Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		C				P
• Manage communication apprehension.		C			P	P
<b>COMMB2 - Interpersonal Communication</b>						
• 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.	C					
• Describe the effects of communication on interpersonal relationships and social and cultural realities.	C					
• Demonstrate an understanding of ethical interpersonal communication founded on communication theory and research.	C					
• Diagnose conflict in interpersonal relationships and demonstrate appropriate conflict resolution methods.	C					
<b>COMMB4 - Persuasive Communication</b>						
• Upon completion of the course, the student will be able to apply critical thinking skills when listening to, analyzing and evaluating oral messages.		C				
• Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		C				P
• Evaluate contexts, attitudes, values and responses of different audiences.						P
• Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		C				P
• Manage communication apprehension.		C				P
• Apply strategies and theories of persuasion in day-to-day interactions.		C				

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<b>COMMB5 - Rhetoric and Argumentation</b>						
• Discriminate between valid and fallacious argument types				P		
• Construct appropriate factual, value, and policy claims associated with substantial social and political issues.				P		
• 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.				P		
• Research and evaluate evidence from a variety of sources.				P		
• Research and evaluate evidence from a variety of sources.				P		
• Research and evaluate evidence from a variety of sources.				P		
• Discriminate between valid and fallacious argument types.				P		
• Build sound and effective arguments.				P		
• Discriminate between valid and fallacious argument types.				P		
• Evaluate formal and informal reasoning for validity, soundness, and effectiveness.				P		
• Gain proper understanding and use of a variety of debate formats.				P		
• Apply classical, modern, and contemporary rhetorical concepts.				P		
• Apply classical, modern, and contemporary rhetorical concepts.				P		
• Advocate positions effectively in both written and oral forms.				P		
• Advocate fact, value, and policy positions effectively in both written and oral forms.				P		
<b>COMMB6 - Intercultural Communication</b>						
• 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.	C	C				P
• 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.	C	C				P
• Value interpersonal engagement with other cultures and the people who live in them.	C	C				P
• Employ positive regard for people from other cultures.	C	C				P
• Exhibit emotional resilience, the capacity to recover quickly from psychologically and emotionally stressful situations and to remain open to new experiences	C	C				P
• Identify and analyze cultural issues affecting a minimum of three ethnic groups		C		P		
<b>COMMB7 - Organizational Communication</b>						
• Upon completion of the course, the student will be able to apply theories of organizational communication to their real-life encounters.					P	
• Describe the interpersonal and group communication processes and illustrate their effects in the workplace.					P	
• Identify and internalize leadership attributes in organizations.					P	
• Build a template of standards for ethical organizational communication.					P	
• Investigate and understand differences in internal and external communication in public and private organizations.	C					

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**COMMB8 - Small Group Communication**

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

**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.	C					
• understand and explain the perspectives of women, minorities, and non-western cultures related to health care issues.	C					
• apply theories of effective communication to promote health.	C					
• identify and analyze critical problems in the field of health communication.	C					

**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.	C					
• Upon completion the student will be able to: research analyze, and deliver oral presentations on leadership communication topics	C					
• 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.	C					
• Upon completion the student will be able to: analyze their own communication, social and leadership skills	C					

**COMMB21 - Oral Interpretation of Literature**

• 1. Upon successful completion of the course, the student will distinguish between the various forms of literature.				P		
• 2. Upon completion the student will be able to: Research, select, assemble and arrange individual and/or group oral presentations.				P		
• 3. Upon successful completion of the course, the student will edit literature using techniques that focus on unity of time, place,				P		
• 4. Upon successful completion of the course, the student will analyze and critique literature for the purpose of interpretation. action, mood and character				P		
• 5. Upon successful completion of the course the student will use a variety of verbal and nonverbal skills to bring the literature to life and heighten the effectiveness of the performer's message.				P		
• 6. Upon successful completion of the course the student will evaluate and critique peer performances.				P		