Communication Assessment Plan
Rev. 12/7/2020

Communication	16-17	17-18	18-19	19-20	20-21	21-22
COMMB1 - Public Speaking						
• 1. Upon successful completion of this course, the student will be able to apply critical thinking skills when listening to, analyzing and evaluating oral messages.	C	C	C	C	P	P
• 2. Upon successful completion of this course, the student will be able to develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		C	C	C	P	P
• 3. Uponsuccessful completion of this course, the student will be able to evaluate contexts, attitudes, values and responses of different audiences.	C		C	C	P	P
• 4. Upon successful completion of this course, the student will be able to Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		C	C	C	P	P
• 5. Upon successful completion of this course, the student will be able to manage communication apprehension.		C	C	C	P	P
COMMB2 - Interpersonal Communication						
• 1. Upon successful completion of the course, the student will be able to analyze ways that communication creates, develops and changes personal identities; explain the effect of communication on personal identities.	C		C	C	P	P
• 2. Upon successful completion of the course, the student will be able to differentiate the effects of communication on interpersonal relationships and social and cultural realities.	C		C	C	P	P
• 3. Upon successful completion of the course, the student will be able to distinguish and apply behaviors of ethical interpersonal communication founded on communication theory and research.	C		C	C	P	P
• 4. Upon successful completion of the course, the student will be able to diagnose conflict in interpersonal relationships and demonstrate appropriate conflict resolution methods.	C		C	C	P	P
COMMB4 - Persuasive 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.		C	C	C	P	
• 2. Upon completion of the course, the student will be able to develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.		C	C	C	P	
• 3. Upon completion of the course, the student will be able to evaluate contexts, attitudes, values and responses of different audiences.			C	C	P	
• 4. Upon completion of the course, the student will be able to identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.		C	C	C	P	
• 5. Upon completion of the course, the student will be able to manage communication apprehension.		C	C	C	P	
• 6. Upon completion of the course, the student will be able to apply strategies and theories of persuasion in day-to-day interactions.		C	C	C	P	
COMMB5 - Argumentation and Debate						
• 1. Upon successful completion of the course, the student will be able to research and evaluate evidence from a variety of contexts.				C	P	P
• 2. Upon successful completion of the course, the student will be able to evaluate formal and informal reasoning for validity, soundness, and effectiveness.				C	P	P
• 3. Upon successful completion of the course, the student will be able to debate successfully in a variety of formats.				C	P	P
• 4. Upon successful completion of the course, the student will be able to advocate fact, value, and policy positions effectively in both written and oral forms.				C	P	P
COMMB6 - Intercultural Communication						
• 1. Upon successful completion of the course, the student will 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	C	C	P	P
• 2. Upon successful completion of the course, the student will 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	C	C	P	P
• 3. Upon successful completion of the course, the student will be able to value interpersonal engagement with other cultures and the people who live in them.	C	C	C	C	P	P
• 4. Upon successful completion of the course, the student will be able to employ positive regard for people from other cultures.	C	C	C	C	P	P
• 5. Upon successful completion of the course, the student will be able to exhibit emotional resilience, the capacity to recover quickly from psychologically and emotionally stressful situations and to remain open to new experiences	C	C	C	C	P	P
• 6. Upon successful completion of the course, the student will be able to identify and analyze cultural issues affecting a minimum of three ethnic groups		C	C	C	P	P

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COMMB7 - Organizational Communication						
• 1. Upon successful completion of the course, the student will be able to relate theories of organizational communication to their real-life encounters.			C	C	P	P
• 2. Upon successful completion of the course, the student will be able to differentiate the interpersonal and group communication processes and distinguish their effects in the workplace.			C	C	P	P
• 3. Upon successful completion of the course, the student will be able to distinguish and execute leadership attributes in organizations.			C	C	P	P
• 4. Upon successful completion of the course, the student will be able to construct a template of standards for ethical organizational communication.			C	C	P	P
• 5. Upon successful completion of the course, the student will be able to investigate and differentiate differences in internal and external communication in public and private organizations.	C		C	C	P	P
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.			C	C	P	P
• 2. Upon completion of the course: Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.			C	C	P	P
• 3. Upon completion of the course: Evaluate contexts, attitudes, values and responses of different audiences.			C	C	P	P
• 4. Upon completion of the course: Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.			C	C	P	P
• 5. Upon completion of the course: Manage communication apprehension.		C	C	C	P	P
• 6. Upon completion of the course: Make decisions and solve problems while working effectively in a small group.			C	C	P	P
COMMB9 - Health Communication						
• 1. Upon successful completion of the course, the student will: apply theories of human communication to their real-life health experiences.	C		C		P	
• 2. Upon successful completion of the course, the student will: distinguish and relate the perspectives of women, minorities, and non-western cultures related to health care issues.	C		C		P	
• 3. Upon successful completion of the course, the student will: apply theories of effective communication to promote health.	C		C		P	
• 4. Upon successful completion of the course, the student will: identify and analyze critical problems in the field of health communication.	C		C		P	
COMMB10 - Leadership and Communication						
• 1. Upon successful completion of the course, the student will be able to articulate the theories and fundamental roles of communication and persuasion in the leadership process.	C				P	P
• 2. Upon successful completion of the course, the student will be able to research analyze, and deliver oral presentations on leadership communication topics.	C			C	P	P
• 3. Upon successful completion of the course, 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				P	P
• 4. Upon successful completion of the course, the student will be able to analyze their own communication, social and leadership skills	C				P	P
COMMB11 - Skills for Online Presentation						
• 1. Upon successful completion of the course, the student will be able to apply critical thinking skills when listening to, analyzing, and evaluating oral messages.					P	P
• 2. Upon successful completion of the course, the student will be able to develop, organize, and support ideas with personal experience and cited research for informative and persuasive presentations.					P	P
• 3. Upon successful completion of the course, the student will be able to evaluate contexts, attitudes, values, and responses of different audiences.					P	P
• 4. Upon successful completion of the course, the student will be able to identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.					P	P
• 5. Upon successful completion of the course, the student will be able to manage communication apprehension.					P	P
• 6. Upon successful completion of the course, the student will be able to apply and adapt public speaking skills across various digital media.					P	P

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COMMB15 - Argumentation and Rhetoric						
• 1. Upon successful completion of the course, the student will be able to analyze texts to determine authors' persuasive strategies and implied persuasive intentions.					P	P
• 2. Upon sucessful completion of the course, the student will be able to analyze arguments skillfully, discerning between fallacious, valid, and sound arguments.					P	P
• 3. Upon successful completion of the course, the student will be able to proficiently build, write, and deliver effective arguments.					P	P
• 4. Upon sucessful completion of the course, the student will be able to advocate and critique argumentative positions effectively in both written and oral forms.					P	P
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	