

**The Department of Multimedia Communication
University of Arkansas at Pine Bluff
Student Learning Outcomes**

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed an education program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs also is used to make improvements in the program and increase student success. The Department of Multimedia Communication at the University of Arkansas at Pine has developed a plan to assess student learning that is consistent with the standards of ACEJMC. The program has established a clear mission and a set of learning goals on which to base our assessment. The undergraduate major offers a Bachelor of Arts degree in Mass Communications with three options: Multimedia Production, Multimedia News and Public Relations.

Student Learning Outcome 1: Multimedia Production

- Students will learn the skills needed to design and create content for electronic media, focusing on writing, and audio-visual skills, and storytelling consistent with employment in the electronic media industry. The curriculum also includes video production and editing, radio programming and operations, multimedia journalism, and live sound and convergent media production.

Upon completion of this program, students will be able to:

1. In clear, concise English, create and craft messages in ways appropriate for specific audiences, including through a variety of technical skills for use in multi-media, internet, television and film or radio delivery.
2. Research and gather information for use in public presentations using library, internet resources, and personal interviews.
3. Produce examples of professional-level work including writing, announcing, on-air performance and off-air production.
4. Demonstrate a hands-on ability to perform at the professional level critical, creative and independent thinking needed for work in television, radio and other media broadcasting.
5. Recognize and overcome biases, prejudices and limited viewpoints (including his or her own) so that he or she can communicate effectively in a diverse world.
6. Understand and apply the historical, theoretical, ethical, legal and societal contexts for producing and consuming news media for consumers, for local and global publics.

Student Learning Outcome Two: Multimedia News

- Students will learn to write with clarity and organization, utilize appropriate storytelling structures and news gathering concepts for print publications. Students also will apply appropriate writing mechanics and learn the importance of news sources in news stories in a manner that is professionally competitive for an entry-level position in the discipline.

Upon completion of the program students will be able to:

1. Write news stories for a diverse audience, using proper grammar and punctuation, word usage and spelling, sentence and storytelling structures across multiple journalistic formats.

2. Gather and analyze information, including basic numerical concepts, using journalistic storytelling techniques, such as interviewing, observation, and researching primary and secondary sources.
3. Think critically, creatively and independently.
4. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
5. Apply tools and technologies appropriate for the news media professions in which they work to communicate for and with diverse publics.
6. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO Values and Competencies: Public Relations

- Students will learn to assess situations and determine, create and communicate strategic messages to build beneficial relationships among all kinds of organizations—including corporate, government and nonprofit—and their various constituents. Student also will learn theories that affect how public relations is practiced and develop the knowledge base and the foundational skills of critical thinking, speaking and writing.

Upon completion of the program students will be able to:

1. Create, using clear, concise English, creative and persuasive messages for a specific target audience.
2. Analyze, interpret, and exercise critical judgment in the evaluation of media productions.
3. Apply the principles of primary and secondary research to public relations situations.
4. Create effective public relations plans using fundamental planning components and public relations strategies and tactics.
5. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
6. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
7. Demonstrate competency in strategic planning and problem solving.