

**Communication Major: Corporate and Health Communication Emphasis
Assessment Plan**

Narrative Statement of Program and its Relationship to the
University's Values, Mission, and Strategic Plan

The Corporate and Health Communication emphasis is one of the submajors offered within the Communication major. This new submajor is designed to better implement the Communication Department's dual mission of fostering both career success and active, responsible citizenship among our graduates. The Corporate and Health Communication submajor is dedicated to the consideration of diverse perspectives and encourages both collaboration and independent thinking, preparing future scholars, professionals and leaders for a lifetime of service and learning, while helping students achieve their specific personal and career goals. These values are also consistent with the College of Arts and Communication's and the University's values and mission.

Specifically, this submajor focuses on the exchanges relevant to the corporate and/or health sectors of society. In order to facilitate these processes, the importance of successful interpersonal, oral, and written communication skills is emphasized. In addition, critical thinking, inquiry and analysis, and numerous capstone requirements facilitating the synthesis and advanced accomplishments of student learning are highlighted in this major. When students successfully complete the Corporate and Health Communication emphasis, they will be able to successfully contribute in a wide variety of fields, related but not limited to the areas of management, sales, marketing, health management and administration, health advocacy, human resources, or human services.

Program Student Learning Outcomes

Upon completion of the Corporate and Health Communication emphasis, students will be able to successfully:

1. **[Oral Communication]** Demonstrate competence in oral communication and interpersonal skills relevant to the fields of corporate and health communication;
2. **[Written Communication]** Demonstrate competence in written communication skills relevant to the fields of corporate and health communication;
3. **[Critical Thinking]** Apply advanced/enhanced critical thinking by demonstrating the ability to effectively analyze audiences, use different channels appropriately based on the type of message sent, use appropriate evidence, consider different perspectives, and arrive at evidence-based conclusions;
4. **[Inquiry & Analysis]** Locate, identify, collect, evaluate, and effectively and responsibly use and share quantitative and qualitative information relevant to corporate or health communication;

5. **[Intercultural Knowledge & Competence]** Cultivate and display broad knowledge of applied communication issues relevant to diverse cultures;
6. **[Synthesis & Advanced Accomplishment]** Simulate, practice and apply classroom experiences into professional or community settings to solve problems in the workplace;
7. **[Foundations and Skills for Lifelong Learning]** Utilize the necessary skills and processes to assist them in finding employment and success in their chosen profession;
8. **[Teamwork]** Demonstrate competence in collaboration skills when working with others to complete tasks; and
9. **[Information Literacy]** Demonstrate competence in the use of new or emerging technologies.

Curricular Maps: (a) Student Learning Outcomes and Courses in the Major/Submajor and (b) Student Learning Outcomes and LEAP's Essential Learning Outcomes

Curricular maps (a & b) are included at end of document.

Information Gathering Strategies to Measure Each Learning Outcome

[Insert a list of each learning outcome and indicate (a) the specific type of information (direct and/or indirect data) that will be collected to measure the degree or amount of student learning taking place and (b) how the data will be pooled for review.]

To be completed in Fall 2012.

Plan for Reviewing Data for Each Learning Outcome

[Insert a schedule that will be followed to systematically examine each learning outcome. Describe the intentional process the program takes to discuss and interpret assessment data and work to close the loop.]

To be completed in Fall 2012.

Plan for Sharing Results

[Insert an explanation of how information will be shared with various audiences internal and external to campus.]

To be completed in Fall 2012.

CURRICULUM MAP: Student Learning Outcomes with Courses

Please complete this table to show how your student learning outcomes align with the required and elective courses in your major/submajor/minor. Whenever a student learning outcome is identified with a course, please determine at what level the learning is taking place:

- I = Introduce learning
- D = Develop learning
- A = Advanced application

Major/Submajor Corporate and Health Communication

Student Learning Outcome	Required and Elective Courses in the Major/Submajor/Minor														
	228	327	363	322	373	389	422	424	485	240	242	417/427	463	464	493
Demonstrate competence in oral and interpersonal communication skills relevant to the fields of corporate and health communication	I			D		D						A			
Demonstrate competence in written communication skills relevant to the fields of corporate and health communication		I							D				A		
Apply advanced/enhanced critical thinking by demonstrating the ability to effectively analyze audiences, use different channels appropriately based on the type of message sent, use appropriate evidence, consider different perspectives, and arrive at evidence-based conclusions		I			D							A (427)		A	
Locate, identify, collect, evaluate, and effectively and responsibly use and			I				D		A						

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share quantitative and qualitative information relevant to corporate or health communication															
Required and Elective Courses in the Major/Submajor/Minor															
Student Learning Outcome	22 8	32 7	36 3	32 2	37 3	38 9	42 2	424	48 5	24 0	24 2	417/42 7	46 3	46 4	49 3
Cultivate and display broad knowledge of applied communication issues relevant to diverse cultures			I					D/A							
Simulate, practice and apply classroom experiences into professional or community setting to solve problems in the workplace		I				D						A(417)			A
Utilize the necessary skills and processes to assist them in finding employment and success in their chosen profession		I				D									A
Demonstrate competence in collaboration skills when working with others to complete tasks			I								D		A		
Demonstrate competence in the use of new or emerging technologies		I								D				A	

CURRICULAR MAP: LEAP Alignment Table

Please complete this table to show how your student learning outcomes align with the LEAP Essential Learning Outcomes. Complete a separate table for each major and minor that is reported in your self-study. If your major has several emphases, please complete this table using only the one emphasis with the highest student enrollment. The third column (on assessment measures) is optional. Include this table (or tables) in Appendix D of your self-study.

Major/Submajor: Corporate and Health Communication

AAC&U LEAP Essential Learning Outcomes	Aligned with which Student Learning Outcomes	Assessment Measures (Optional)
Knowledge of Human Cultures and the Physical and Natural World <i>Focused by engagement with big questions, both contemporary and enduring</i>		
Through study in the sciences and mathematics, social sciences, humanities, histories, languages, and the arts		
Intellectual and Practical Skills <i>Practiced extensively, across the curriculum, in the context of progressively more challenging problems, projects, and standards for performance</i>		
Inquiry & analysis	Locate, identify, collect, evaluate, and effectively and responsibly use and share quantitative and qualitative information relevant to corporate or health communication	
Critical thinking	Apply advanced/enhanced critical thinking by demonstrating the ability to effectively analyze audiences, use different channels appropriately based on the type of message sent, use appropriate evidence, considering different perspectives, and arriving at evidence-based conclusions	
Problem solving		
Written communication	Demonstrate competence in written communication skills relevant to the fields of corporate and health communication	
Oral communication	Demonstrate competence in oral and interpersonal communication skills relevant to the fields of	

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	corporate and health communication		
Quantitative literacy			
Information literacy	Demonstrate competence in the use of new or emerging technologies		
Teamwork	Demonstrate competence in collaboration skills when working with others to complete tasks		
Personal and Social Responsibility <i>Anchored through active involvement with diverse communities and real-world challenges</i>			
Civic knowledge (local & global)			
Civic engagement (local & global)			
Intercultural knowledge & competence	Cultivate and display broad knowledge of applied communication issues relevant to diverse cultures		
Ethical reasoning & action			
Foundations & skills for lifelong learning	Utilize the necessary skills and processes to assist them in finding employment and success in their chosen profession		
Integrative Learning <i>Demonstrated through the application of knowledge, skills, and responsibilities to new settings and complex problems</i>			
Synthesis and advanced accomplishment across general and specialized studies	Simulate, practice and apply classroom experiences into professional or community settings to solve problems in the workplace		

COMMUNICATION MAJOR (BA or BS) — CORPORATE AND HEALTH COMM. EMPHASIS (42 CREDITS)

(Students must have a 2.50 GPA to declare this major)

PRELIMINARY CORE. 9 CREDITS

Course No.	Course Name	Prerequisites
_____ COMM 228	Interpersonal Communication (GS)	None
_____ COMM 327	Introduction to Organizational Communication	COMM 110
_____ COMM 363	Health Communication and Social Support	COMM 110

ADVANCED CORE. 18 CREDITS.

_____ COMM 322	Listening Behavior	COMM 110 or consent
_____ COMM 373	Communicating Leadership	COMM 228, 327 <u>and</u> 363
_____ COMM 389	Applied Workplace Competencies	COMM 228, 327, 363 <u>and</u> Jr Standing
_____ COMM 422	Communication Theories*	Junior standing
_____ COMM 424	Cross Cultural Communication *	COMM 110
_____ COMM 485	Communication Research Methods *	Junior standing

ORAL SKILLS ELECTIVES. 3 CREDITS. CHOOSE 1 COURSE FROM THE FOLLOWING LIST:

_____ COMM 240	Public Speaking (GH)	COMM 110
_____ COMM 242	Communication and Team Building (GH)	COMM 110

ELECTIVES. 6 CREDITS. CHOOSE 2 COURSES FROM THE FOLLOWING LIST:

_____ COMM 321	Nonverbal Communication	COMM 110
_____ COMM 326	Communication and Gender	COMM 110
_____ COMM 328	Communication Conflict Resolution	COMM 110
_____ COMM 345	Persuasion	COMM 110
_____ COMM 368	Family Communication	COMM 228
_____ COMM 491	Travel Study	None
_____ COMM 498	Independent Study –Undergraduate Research (Only three credits count toward major)	COMM 228, 327, 363, Jr. Standing and consent of instructor

APPLIED/CAPSTONE EXPERIENCES. 6 CREDITS. CHOOSE 2 COURSES FROM THE FOLLOWING LIST:

_____ COMM 417	Communication and Non-profit Organizations	COMM 327, 322, 424 <u>and</u> 485
_____ COMM 427	Communication Training	COMM 327, 322, 424 <u>and</u> 485
_____ COMM 463	Applied Health and Wellness Communication	COMM 327, 322, 424 <u>and</u> 485
_____ COMM 464	Health Message Advocacy and Analysis	COMM 327, 322, 424 <u>and</u> 485
_____ COMM 493C	Internship	COMM 228, 327, 363, junior standing <u>and</u> consent of instructor

WRITING REQUIREMENT

**Course satisfies writing requirement for Corporate and Health Communication majors.*

WRITING REQUIREMENT: _____ (Title of course for writing requirement)