

Communication Undergraduate

Expanded Statement of Institutional Purpose:

Institutional Mission Reference:

The undergraduate degrees in Communication offer students a well-rounded education, utilizing both theoretical and applied approaches to communication, providing students with knowledge about communication processes and options, and empowering students to become critical thinkers, problem solvers, and responsible citizens (See Communication Departmental home page: <http://web.odu.edu/al/artsandletters/communication/welcome.htm>).

Institutional Mission Reference:

The undergraduate degrees (BA/BS) in Communication supports the University goals of: (1) quality undergraduate academic programs, (2) quality teaching, (3) developing intellectual skills of critical thinking and problem solving, (4) responsible citizenship, (5) breadth of understanding needed for personal growth and achievement, (6) appreciation of women, minorities, and non-western cultures, and (7) distance education (See University mission and goals statement, web document:
<http://www.odu.edu/~affairs/info/strategic-plan/mission.html>).

In addition, the undergraduate degrees in communication supports the College of Arts and Letters goals of: (1) development of skills in oral and written communication, (2) critical thinking, and (3) exploring issues of culture, society, and human values from historical and contemporary perspectives (See College of Arts and Letters web page at:
<http://web.odu.edu/al/artsandletters/deanmsg.htm>).

Intended (Student) Outcomes for your program, Methods for Assessment, and Criteria for Success for each Intended Outcome in appropriate boxes below.

Intended Outcome 1:

Students will demonstrate knowledge of basic communication functions such as conflict management, creation of meaning and perception, verbal, nonverbal, listening, and persuasion.

Method for Assessing Outcome 1 and Criterion for Success:

Students will earn a grade of AC@ or better in the Introduction to Human Communication course (Comm 200s).

Intended Outcome 2:

Students will demonstrate knowledge of various contexts of communication such as interpersonal, small group, organizational, intercultural, and mass media.

Method for Assessing Outcome 2 and Criterion for Success:

Students will earn a grade of AC@ or better in the Introduction to Human Communication course (Comm 200s).

Intended Outcome 3:

Students will demonstrate critical thinking and problem solving skills related to a specific communication topic.

Method for Assessing Outcome 3 and Criterion for Success:

B.S. students will earn a grade of AC@ or better in the Introduction to Communication Research Methods course (Comm. 302) while B.A. students will earn a grade of AC@ or better in the Rhetorical Criticism (Comm 335W) OR the Communication Analysis and Criticism course (Comm 445).

Alternate Method for Assessing Outcome 3 and Criterion for Success (*NOTE: Alternate methods are optional*):

Students will be provided with opportunities to develop their communication skills via: debate, forensics, theatre activities, dance activities, internships, honors in communication, Lambda Pi Eta honor society, and the communication club.