## Undergraduate Degree Program

### Communication Arts - BA

#### Mission Statement

The department’s instructional mission is to provide students a high quality educational experience through innovative teaching that promotes active learning; course work that addresses the needs, interests and backgrounds of our diverse student population; and extracurricular activities that enable students to develop communication skills in applied settings.

Students enrolled in our Communication Arts courses can expect to develop communication skills essential for leadership, corporate communication and crisis management. Students will learn how to advocate and critically debate ideas in social and political settings, to appreciate diverse communication styles, to work productively in task oriented groups, and to engage in rewarding interpersonal relationships.

#### Student Learning Outcomes

**FIU Communication Arts - BA graduates should be able to achieve the following:**

<table>
<thead>
<tr>
<th>Content/Discipline Knowledge Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to identify key concepts and theories of communication and explain how they have evolved into contemporary theory and practice.</td>
<td><strong>Procedure:</strong></td>
</tr>
<tr>
<td>Using the final term paper for SPC 3210 (COM Theory), the 2-3 faculty teaching the course that semester, will evaluate the term paper using a Communication Arts rubric that measures the students’ ability to explain theories. The results of the Communication Arts evaluation rubric are provided back to the faculty as a tool for reviewing and improving the program. Rubric Levels: 1) Needs Improvement (less than 70% correct), 2) Meets Expectations (70% - 89% correct), and 3) Exceeds Expectations (90-100% correct).</td>
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**Sampling:**

Twenty percent of the class papers will be evaluated.
**Minimum Criteria for Success:**

Students will demonstrate proficiency at the “meet expectations” level or above as indicated by a 3 point rubric.

**Technology Integration:**

Students will deliver a special occasion speech using current presentation software and hardware tools to demonstrate their ability to interact with technology such as teleprompters, microphones, video cameras, image projection and PowerPoint/Prezi and understand how technology influences messages and their delivery.

**Procedure:**

The faculty member teaching the course will evaluate students’ ability to deliver a special occasion speech using technology such as current presentation software and hardware tools using a 3 point rubric. The results of the evaluation are provided back to the faculty as a tool for reviewing and improving the program. Rubric Levels: 1) Needs Improvement (less than 70% correct), 2) Meets Expectations (70% - 89% correct), and 3) Exceeds Expectations (90-100% correct).

**Sampling:**

All students in SPC 3602 (Advanced Public Speaking), will be assessed.

**Critical Thinking Skills**

Students will be able to recognize communication fallacies in reasoning and unstated assumptions as they judge the effectiveness of a given message for the intended audience.

**Direct Measures**

**Procedure:**

Using an essay for SPC 3540 (Persuasion), the two or three faculty members teaching the course each semester will evaluate the embedded questions using a Communication Arts rubric that measures students’ ability to evaluate reasoning fallacies as they judge the effectiveness of a given message for the intended audience. The results of the Communication Arts evaluation rubrics are provided back to the faculty as a tool for reviewing and improving the program. Rubric levels: Excellent, Good, Acceptable, and Unacceptable.

**Sampling:**

Students will be able to identify key concepts and theories of communication and explain how they have evolved into contemporary theory and practice.
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| Students will create a speech that employs effective research, audience analysis, rhetorical structuring and strategic planning. This speech will be delivered in front of the students' SPC 3602 section. | **Procedure:**
Taking an oral and written speech for SPC 3602 (Advanced Public Speaking), the faculty member teaching the section will evaluate the speech and essay using a Communication Arts rubric that measures the students' ability to orally express their written speech, including use of effective research, audience analysis, rhetorical structuring, and strategic planning. This speech will be delivered to the entire class. The results of the Communication Arts evaluation rubric are provided back to the faculty as a tool for reviewing and improving the program. Rubric Levels: 1) Needs Improvement (less than 70% correct), 2) Meets Expectations (70% - 89% correct), and 3) Exceeds Expectations (90-100% correct). **Minimum Criteria for Success:**

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<th>Sampling:</th>
<th>The entire class will be evaluated.</th>
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<td><strong>Minimum Criteria for Success:</strong></td>
<td>Students will demonstrate proficiency at the &quot;meets expectations&quot; level or above as indicated by a 3 point rubric.</td>
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