

**Mass Media: Advertising**  
 Program Learning Outcome Curriculum Map  
 Created May 26, 2023 | Last Updated May 26, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
MC101 Media & Society	I/R	I	I/R	I/R	I/R	I/R	I/R			I/R
MA123/MA155 Mathematical Reasoning & Modeling/Statistical Reasoning								I		
MC211 Advertising & Society	I/R		I/R			I/R	I/R		I/R	
MC221 Digital Media Production				I/R	I/R	I/R	I/R		I/R	I/R, A
MC301 Media Analytics			R	R	R	R	R, A	R, A	R	R
MC304 Media Diversity		R	R, A	R	R	R	R		R	
MC310 Advertising Analysis & Strategy		R	R		R	R, A	R			R
MC312 Advertising Creative Concepts			R	R, A	R	R	R		R, A	R
MC316 Advertising Media				R	R, A	R	R	R		R
MC318 Advertising Digital Applications			R	R	R		R	R		R
MC382 Media History		M, A			R		R			
MC401 Media Law	M, A	R	R		R	R	R			
MC418 Advertising Campaigns				M	M	M	M	M		M
MC429 Media Management	R	R	M	R	R	R	R	R	M	R
MC001 Exit Survey/Portfolio /Senior Assessment	A	A	A	A	A	A	A	A	A	A

I=Introduce; R=Reinforce; M=Mastery; A=Assessed | *Note: To increase access to our curriculum, the department only uses pre-requisites when absolutely necessary. However, most students start courses at the 100 and 200 level, so the assumption is that each of these courses will either introduce or reinforce core content.*

**Mass Media: Media Management**  
 Program Learning Outcome Curriculum Map  
 Created May 30, 2023 | Last Updated May 30, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
MC101 Media & Society	I/R	I	I/R	I/R	I/R	I/R	I/R			I/R
MA123/MA155 Mathematical Reasoning & Modeling/Statistical Reasoning								I/R		
MC211 Advertising & Society	I/R		I/R			I/R	I/R		I/R	
MC221 Digital Media Production				I/R	I/R	I/R	I/R		I/R	I/R, A
MC231 Social Media Content Creation & Strategy			I/R	I/R	I/R	I/R	I/R	I/R	I/R	I/R
MC301 Media Analytics			R	R	R	R	R, A	R, A	R	R
MC304 Media Diversity		R	R, A	R	R	R	R		R	
MC316 Advertising Media				R	R, A	R	R	R		R
MC320 Media News	R	R	R	R	R, A	R	R	R	R, A	R
MC367 Converging Media				R, A	R	R	R	R		R
MC373 Media Ethics	R	R	R		R	R, A	R		R	
MC382 Media History		M, A			R		R			
MC401 Media Law	M, A	R	R		R	R	R			
MC429 Media Management	R	R	M	M	M	M	M	M	M	M
MC001 Exit Survey/Portfolio /Senior Assessment	A	A	A	A	A	A	A	A	A	A

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**Mass Media: Multimedia Journalism**  
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Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
MC101 Media & Society	I	I	I	I/R	I/R	I/R	I/R			I/R
MA123/MA155 Mathematical Reasoning & Modeling/Statistical Reasoning								I		
MC221 Digital Media Production				I/R	I/R	I/R	I/R		I	I/R, A
MC301 Media Analytics			R	R	R	R	R, A	R, A	R	R
MC304 Media Diversity		R	R, A	R	R	R	R		R	
MC320 Media News	R	R	R	R	R, A	R	R	R	R	R
MC322 Design for Media	R			R, A	R	R	R	R	R	R
MC323 Media Audio Production	R	R		R	R	R, A	R		R, A	R
MC327 Media Visual Production	R		R	R	R	R	R		R	R
MC331 Strategic Writing	R	R	R	R	R, A	R	R		R, A	R
MC382 Media History		M, A			R		R			
MC401 Media Law	M, A	R	R		R	R	R			
MC421 Media Storytelling	R		M	M	M	M	M	M	M	M
MC429 Media Management	R	M	R	R	R	R	R	R	R	R
MC001 Exit Survey/Portfolio /Senior Assessment	A	A	A	A	A	A	A	A	A	A

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**Mass Media: Public Relations**  
 Program Learning Outcome Curriculum Map  
 Created May 25, 2023 | Last Updated May 25, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
MC101 Media & Society	I/R	I	I/R	I/R	I/R	I/R	I/R			I/R
MA123/MA155 Mathematical Reasoning & Modeling/Statistical Reasoning								I/R		
MC221 Digital Media Production				I/R	I/R	I/R	I/R		I/R	I/R, A
MC231 Social Media Content Creation & Strategy			I/R	I/R	I/R	I/R	I/R	I/R	I/R	I/R
MC301 Media Analytics			R	R	R	R	R, A	R, A	R	R
MC304 Media Diversity		R	R, A	R	R	R	R		R	
MC330 PR Principles	R	R	R	R	R	R	R		R	R
MC331 Strategic Writing	R	R	R	R	R, A	R	R		R, A	R
MC333 Strategic Production	R		R	R, A		R				R
MC334 PR Research	R	R	R	R	R	R	R	R	R	R
MC382 Media History		M, A			R		R			
MC401 Media Law	M, A	R	R		R	R	R			
MC430 Professional Strat Comm	R	R	R	R	R	R	R		R	R
MC431 Ethical Strat Comm	R	R	R	R	R	R, A	R		R	R
MC432 Hot Topics in Strat Comm	R	R	R	R	R	R	R		R	R
MC434 PR Campaigns & Case Studies			M	M	M	M	M	M	M	M
MC001 Exit Survey/Portfolio /Senior Assessment	A	A	A	A	A	A	A	A	A	A

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**Mass Media: TV/Film**  
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MC101 Media & Society	I	I	I	I/R	I/R	I/R	I/R			I/R
MA123/MA155 Mathematical Reasoning & Modeling/Statistical Reasoning								I		
MC221 Digital Media Production				I/R	I/R	I/R	I/R		I	I/R, A
MC301 Media Analytics			R	R	R	R	R, A	M, A	R	R
MC304 Media Diversity		R	R, A	R	R	R	R		R	
MC351 Basic TV & Film Production	R			R		R			R	R
MC352 Video Postproduction				R					R	R
MC354 Screenwriting	R	R	R	R	R, A		R		R, A	R
MC363 Sports Broadcast Production			R	R	R					R
MC366 Television Directing			R	R		R, A				R
MC382 Media History		M, A			R		R			
MC401 Media Law	M, A	R	R		R	R	R			
MC451 Advanced Film Production		R		R	R		M		M	R
MC469 Advanced Video Production			M	M, A		M				M
MC001 Exit Survey/Portfolio /Senior Assessment	A	A	A	A	A	A	A	A	A	A

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