

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: Advertising - Undergraduate

Degree Awarded: BA and BS

Purpose: To gather information from each instructor about which of the outcomes listed are addressed and are (OR WILL BE) assessed in their courses.
Include a rating and short description of how the outcome will be assessed in each course (e.g., presentation, assignment, research paper).

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 408 or 507	ADV 206	VIS 207	ADV 208	ADV 307	ADV 509	ADV 425
1. Law	I	I		M	I	I			I	
2. History	I		R	R	I	I	R	R	R	
3. Diversity	I	I, R	R, M	R	I	I	R	R	R	M
4. Visual Comm	I	I, R		R	I	I, R	R		R	M
5. Writing	I	I	R	R	I	I, R	R	R	R	M
6. Ethics	I	I	R	R		I	R		R	
7. Critical Thinking/Research	I		R, M	M	I	I	R	R	R	M
8. Use of Numbers	I				I	I	R	M	R	M
9. Evaluation	I	I, R	R	R	I	I	R	R	R	M
10. Technology		I, R		R	I	I, R	R	M	R	M
11. Present advertising ideas, plans, research, strategies and executions in settings appropriate to their career paths.				M	I		R	R	M	M

Rating: I = introduced; R = reinforced; M = mastered

SYRACUSE UNIVERSITY

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Advertising - Graduate](#)

Degree Awarded: [MA](#)

Purpose: To gather information from each instructor about which of the outcomes listed are addressed and are (OR WILL BE) assessed in their courses.

Include a rating and short description of how the outcome will be assessed in each course (e.g., presentation, assignment, research paper).

	ADV 611	VIS 607	ADV 604	ADV 612	ADV 613	ADV 615	ADV 523	COM 698	ADV 625
1. Law	I	I		I			R	I, R, M	R
2. History	R	I	R	R	R	I		I, R	
3. Diversity	R	I	R	R	R	R	R		R
4. Visual Comm	M	I, R		R		R	R		M
5. Writing	R	I, R	R	R	R	R	R		R
6. Ethics	R	I	R	R	R	R			M
7. Critical Thinking/Research	R	I	M	R		R	R	I, R, M	M
8. Use of Numbers	R	I	R	R	R	R	R		M
9. Evaluation	R	I	M	R	R	R	R		R
10. Technology	R	I, R		R	R	R	R		R
11. Exhibit the ability to present advertising ideas, plans, research, strategies and executions in settings appropriate to their career paths.	M	I, R	M	M	R	M	M		M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Arts Journalism and Communications - Graduate](#)

Degree Awarded: MA

Purpose: To gather information from each instructor about which of the outcomes listed are addressed and are (OR WILL BE) assessed in their courses.
Include a rating and short description of how the outcome will be assessed in each course (e.g., presentation, assignment, research paper).

	AJC 602	MND 605	AJC 606	AJC 611	AJC 615	AJC 616	AJC 621	AJC 636	COM 698	AJC 631
1. Law		I		R		R			R	M
2. History	I		R			R	M		R	
3. Diversity	R	I	R			R				M
4. Visual Comm	R	I				R				M
5. Writing	R	I	R		R		R	R		M
6. Ethics	R	I	R			R				M
7. Critical Thinking/Research		I	R	M		R		R	R	
8. Use of Numbers	R	I								M
9. Evaluation	R	I	R		R		M			
10. Technology	R	I						R		M
11. Analyze journalistic storytelling to specialized reporting on arts and culture	I		R							M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Broadcast and Digital Journalism - Undergraduate](#)

Degree Awarded: [BS](#)

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 505	JNL 211	VIS 251	BDJ 311	BDJ 364	JNL 221	VIS 261	BDJ 464	JNL 345	BDJ 465
1. Law	I	I		M	I, R		I, R	I, R	I, RI, R		I, R	R	R, M
2. History	I		R	R	I, R		R	I, R	I, R		R	M	M
3. Diversity	I	I, R	R, M	R	I		I, R	I, R	I, R		R	R	R, M
4. Visual Comm	I	I, R		R		I, R	R	R	I, R	R	I, R		R, M
5. Writing	I	I	R	R	I		R	I, R	I, R		R	R	R, M
6. Ethics	I	I	R	R	I		R	R	I, R		I, R	M	M
7. Critical Thinking/Research	I		R, M	M	I		R	I, R	I, R		R	R	M
8. Use of Numbers	I				I		R	R	I, R		R		M
9. Evaluation	I	I, R	R	R	I		R	R	I, R		R		M
10. Technology		I, R		R	I	I, R	I, R	I, R	I	R	R		I, R, M
11. Effectively communicate ideas and information vocally, applying professional live reporting techniques that employ appropriate technologies.				M				I			R		M

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: BDJ Department

Date: 5/16/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Broadcast and Digital Journalism - Graduate](#)

Degree Awarded: [MS](#)

	BDJ 611	BDJ 663	BDJ 510	BDJ 664	COM 647	COM 698	BDJ 636	BDJ 667	COM 670	BDJ 665	BDJ 675
1. Law	I	R		I, R		I, R, M	R	I, R	R	R, M	M
2. History	I	R	R	I, R		I, R	M	R	R	M	M
3. Diversity	I	R		R			R	R	R	R	M
4. Visual Comm		I		I, R				I, R	R	M	M
5. Writing	I	R		I, R	R		R	R	R	M	M
6. Ethics	I	R		I, R			M	R	R	M	M
7. Critical Thinking/Research	I	R		R	I	I, R, M	M	R	R	M	M
8. Use of Numbers	I	R		R	I			R	R	M	M
9. Evaluation		R	R	R	I			R	R	M	M
10. Technology		I		I, R				I, R	R	M	M
11. Effectively communicate ideas and information vocally, applying professional live reporting techniques that employ appropriate technologies.		I	I, R	I, R	R			R	R	M	M

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: BDJ Department

Date: 5/16/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Broadcast and Digital Journalism, Sports Media & Communications - Graduate](#)

Degree Awarded: [MS](#)

	BDJ 611	BDJ 663	BDJ 510	BDJ 664	COM 647	COM 698	BDJ 636	BDJ 667	COM 670	BDJ 665	BDJ 675	SMC 601
1. Law	I	R		I, R		I, R, M	R	I, R	R	R, M	M	
2. History	I	R	R	I, R		I, R	M	R	R	M	M	
3. Diversity	I	R		R			R	R	R	R	M	
4. Visual Comm		I		I, R				I, R	R	M	M	
5. Writing	I	R		I, R	R		R	R	R	M	M	I
6. Ethics	I	R		I, R			M	R	R	M	M	
7. Critical Thinking/Research	I	R		R	I	I, R, M	M	R	R	M	M	I
8. Use of Numbers	I	R		R	I			R	R	M	M	
9. Evaluation		R	R	R	I			R	R	M	M	
10. Technology		I		I, R				I, R	R	M	M	
11. Effectively communicate ideas and information vocally, applying professional live reporting techniques that employ appropriate technologies.		I	I, R	I, R	R			R	R	M	M	

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: BDJ Department

Date: 5/16/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Graphic Design - Undergraduate](#)

Degree Awarded: BS

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 505, 506 or 507	VIS 201	VIS 207	VIS 317	VIS 327	VIS 447	VIS 457	VIS 467	VIS 487
1. Law	I	I		M	I, R	I	I, R	R	I, R	R	I, R	R, M
2. History	I		R	R	I, R	I	I, R	R	R	R	I, R	R
3. Diversity	I	I, R	R, M	R	I, R	I	R	R	R	R	R	R, M
4. Visual Comm	I	I, R		R	I, R	I, R	R	R	R	R	R, M	R, M
5. Writing	I	I	R	R	I, R	I, R	R	R	R	R	R	M
6. Ethics	I	I	R	R	I, R	I	I, R	I, R	I, R	I, R	R	R, M
7. Critical Thinking/Research	I		R, M	M	I	I	I, R	I, R	R	R, M	R, M	M
8. Use of Numbers	I				I, R	I		I, R	R		R	R, M
9. Evaluation	I	I, R	R	R	I, R	I	R	R	R	R	R	M
10. Technology		I, R		R	I, R	I, R	I, R	I, R	I, R	I, R	I, R	R, M
11. Produce professional quality design work by synthesizing the best practices and current theories of traditional graphic design, motion and emerging media.				M	I, R	I, R	R	R	R	R	R	M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Magazine, News & Digital Journalism, Digital Track - Undergraduate](#)

Degree Awarded: [BS](#)

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 505	JNL 211	JNL 221	VIS 207	JNL 345	ICC 565	MND 305	MND 442	MND 408	MND 496	Capstone MND 407, 409, 504 or 505
1. Law	I	I		M	I		I			R	M			
2. History	I		R	R			I	R	I		I	R		
3. Diversity	I	I, R	R, M	R		I	I	R	I		R	R		M
4. Visual Comm	I	I, R		R		M	I, R		R		R			
5. Writing	I	I	R	R	I	R	I, R			R	R		M	M
6. Ethics	I	I	R	R	I		I	R		R	R			
7. Critical Thinking/Research	I		R, M	M	I	R	I	R	R	R	M	R		M
8. Use of Numbers	I					I	I			R	M			M
9. Evaluation	I	I, R	R	R	I		I		R	R	R	R		
10. Technology		I, R		R		I	I, R		I		M	R		
11. Integrate journalism skills to report, research, write, and produce a range of content types for a variety of platforms and audiences.				M	I	R				R	R	R	M	M

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: MND Department

Date: 5/16/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Magazine, News & Digital Journalism, Magazine Track - Undergraduate](#)

Degree Awarded: [BS](#)

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 505	JNL 211	JNL 221	VIS 207	JNL 345	MN D 305	MND 406	MND 408	MND 441	MND 496	Capstone MND 407, MND 409, MND 504 or MND 505
1. Law	I	I		M	I		I		R			M		
2. History	I		R	R			I	R		I	R			
3. Diversity	I	I, R	R, M	R		I	I	R		R	R			M
4. Visual Comm	I	I, R		R		M	I, R			R		M		
5. Writing	I	I	R	R	I	R	I, R		R	M			M	M
6. Ethics	I	I	R	R	I		I	R	R	R				
7. Critical Thinking/Research	I		R, M	M	I	R	I	R	R	R	R			M
8. Use of Numbers	I					I	I		R					M
9. Evaluation	I	I, R	R	R	I		I		R	R	R			
10. Technology		I, R		R	I	I	I, R				R	M		
11. Integrate journalism skills to report, research, write, and produce a range of content types for a variety of platforms and audiences.				M	I	R			R	M	R		M	M

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: MND Department

Date: 5/16/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Magazine, News & Digital Journalism, News Track - Undergraduate](#)

Degree Awarded: [BS](#)

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 505	JNL 211	JNL 221	VIS 207	JNL 345	JNL 530	MND 305	VIS 361	MND 408	MND 496	Capstone MND 407, 409, 504 or 505
1. Law	I	I		M	I		I		R	R				
2. History	I		R	R			I	R				R		
3. Diversity	I	I, R	R, M	R		I	I	R				R		M
4. Visual Comm	I	I, R		R		M	I, R				I			
5. Writing	I	I	R	R	I	R	I, R		R	R			M	M
6. Ethics	I	I	R	R	I		I	R	R	R				
7. Critical Thinking/Research	I		R, M	M	I	R	I	R	R	R		R		M
8. Use of Numbers	I					I	I		R	R				M
9. Evaluation	I	I, R	R	R	I		I		R	R		R		
10. Technology		I, R		R		I	I, R				I	R		
11. Integrate journalism skills to report, research, write, and produce a range of content types for a variety of platforms and audiences.				M	I	R			R	R		R	M	M

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: MND Department

Date: 5/16/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Multimedia, Photography and Design- Graduate](#)

Degree Awarded: MS

	COM 698	VIS 601	VIS 607	VIS 602: Writing	VIS 602: Design	VIS 602: Photo Editing and Post-Production	VIS 689	VIS 669	VIS 622	VIS 639	VIS 642
1. Law	I, R, M	I	I	I	I	I	R			R	R, M
2. History	I, R	I, R	I		I		R		R	R	
3. Diversity		I, R	I		I		R		I, R	R	
4. Visual Comm		I, R	I, R		I, R	I, R	R, M	R, M	R	R, M	
5. Writing		I, R	I, R	I, R	I, R		R	R	R	R	R
6. Ethics		I, R	I	I	I		R	R	R	R	
7. Critical Thinking/Research	I, R, M	I	I	I	I		R, M	R	R	R, M	R, M
8. Use of Numbers		I, R	I		I	I	M	R	I	M	R
9. Evaluation		I, R	I	I, R	I				R	M	
10. Technology		I, R	I, R		I, R	I, R	M	R, M		M	
11. Produce professional quality cinematographic and photographic stories or design work by synthesizing the best practices and current theories of traditional graphic design, still, motion, and emerging media.		I, R		I	I	I	M	R, M		M	

Rating: I = introduced; R = reinforced; M = mastered

SYRACUSE UNIVERSITY

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [New Media Management - Graduate](#)

Degree Awarded: [MS](#)

Purpose: To gather information from each instructor about which of the outcomes listed are addressed and are (OR WILL BE) assessed in their courses.

Include a rating and short description of how the outcome will be assessed in each course (e.g., presentation, assignment, research paper).

	ICC 617	ICC 565	ICC 606	ICC 625	MBC 631	ICC 683	ICC 575	COM 698	ICC 689
1. Law				R				I, R, M	M
2. History	I			M		R		I, R	
3. Diversity	I		R	R					M
4. Visual Comm		I	R			R	R		M
5. Writing	I		R	R	R	R			
6. Ethics	I			R		R			M
7. Critical Thinking/Research	I		R	R	R	R		I, R, M	M
8. Use of Numbers			I		R				
9. Evaluation	I	I	R			R			M
10. Technology	I	I	I			R	R		M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Public Diplomacy and Global Communication - Graduate](#)

Degree Awarded: [MA](#)

	PRL 602	VIS 607	PAI 710	PAI 720	PRL 608	PRL 611	PRL 607	PRL 615	COM 698	PAI 708	PAI 670	PRL 735
1. Law		I			R	R	I	M	I, R, M	M		
2. History	I	I	R		R	R	R	M	I, R	M	R	M
3. Diversity	I	I	R		R	R	R	M		M		M
4. Visual Comm	I	I, R	R	R	R	R	R	M		M		
5. Writing	I	I, R	R		R	R	M	M		M	M	M
6. Ethics	I	I	M		R	R	R	M		M		M
7. Critical Thinking/Research	I	I	R		R	R	R	M	I, R, M		M	
8. Use of Numbers		I		M	I	R		M		R		
9. Evaluation		I		M	R	R	R	M			M	
10. Technology		I, R			R	R		M				

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Photography - Undergraduate](#)

Degree Awarded: [BS](#)

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 505, 506 or 507	VIS 201	VIS 207	VIS 301	VIS 324	VIS 405	VIS 425	VIS 434	VIS 489
1. Law	I	I		M	I, R	I	I, R		I, R	I	R	R
2. History	I		R	R	I, R	I	I	R	I, R	R	R	R
3. Diversity	I	I, R	R, M	R	I, R	I	I	R	I, R	I	R	R
4. Visual Comm	I	I, R		R	I, R	I, R	I, R	I, R	R	I, R	R, M	R, M
5. Writing	I	I	R	R	I, R	I, R	I, R	R	I, R	R	R	R
6. Ethics	I	I	R	R	I, R	I	I, R	R	R	I, R	R	R
7. Critical Thinking/Research	I		R, M	M	I	I	R	R	R	I, R	R	R, M
8. Use of Numbers	I				I, R	I	I, R	R, M	R	I, R	R, M	M
9. Evaluation	I	I, R	R	R	I, R	I	I, R	R	R	I, R	M	M
10. Technology		I, R		R	I, R	I, R		I, R	R	I, R	M	M
11. Produce professional quality cinematographic and photographic stories and current theories of traditional still, motion and emerging media images.				M	I, R	I, R		I, R	I, R	I	M	M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Public Relations, Professional track - Graduate](#)

Degree Awarded: [MS](#)

	PRL 603	PRL 604	VIS 607	COM 617	COM 697	PRL 611	PRL 614	PRL 619	PRL 620	PRL 631	PRL 632	PRL *530	PRL 615	PRL 624	PRL 643	PRL 635
1. Law		I	I	I	I, R, M	R	R	I		I	M		M	M	R	M
2. History		I	I	I	I, R	R	R	I		I	M		M	M	R	M
3. Diversity		I	I	I		R	R	I	R	R	M		M	M	R	M
4. Visual Comm		I	I, R	I		R	R	I	R	R	M		M	M		M
5. Writing	I	I	I, R	I		R	M	I	R	R	M		M	M	M	M
6. Ethics		I	I	I		R	R	I	R	R	M		M	M	R	M
7. Critical Thinking/Research	I	I	I	I	I, R, M	R	R	I	R	R	R		M	M	R	M
8. Use of Numbers	I	I	I			R	I		R	R	R		M	M		M
9. Evaluation	I	I	I	I		R	R	I	R	R	M		M	M	R	M
10. Technology	I	I	I, R	I		R	R	I	R	R	R		M	M		M
11. Apply management principles as related to leadership, strategic planning for public relations departments, collaborating on teams, conducting performance reviews, integrating strategic communications with other organizational functions, and considering fiscal resources.																

Rating: I = introduced; R = reinforced; M = mastered

*Special topics, cannot restrict data to one single course.

Prepared by: Public Relations department

Date: 5/18/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Public Relations, Sports Media & Communications track - Graduate](#)

Degree Awarded: [MS](#)

	PRL 603	PRL 604	VIS 607	SMC 601	COM 617	COM 697	PRL 611	PRL 614	PRL *530	SMC 621	PRL 615	PRL 624	PRL 643	SMC 624	PRL 635
1. Law		I	I		I	I, R, M	R	R		R	M	M	R	M	M
2. History		I	I		I	I, R	R	R		R	M	M	R	M	M
3. Diversity		I	I		I		R	R		R	M	M	R	M	M
4. Visual Comm		I	I, R		I		R	R		R	M	M		M	M
5. Writing	I	I	I, R	I	I		R	M		R	M	M	M	M	M
6. Ethics		I	I		I		R	R		R	M	M	R	M	M
7. Critical Thinking/Research	I	I	I	I	I	I, R, M	R	R		M	M	M	R	M	M
8. Use of Numbers	I	I	I				R	I		R	M	M		M	M
9. Evaluation	I	I	I		I		R	R		R	M	M	R	M	M
10. Technology	I	I	I, R		I		R	R		R	M	M		M	M

Rating: I = introduced; R = reinforced; M = mastered

*Special topics, cannot restrict data to one single course.

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Public Relations, Thesis track - Graduate](#)


Degree Awarded: [MS](#)

	PRL 603	PRL 604	VIS 607	COM 617	COM 697	PRL 611	PRL 614	PRL *530	PRL 615	PRL 624	PRL 643	PRL 635	COM 997
1. Law		I	I	I	I, R, M	R	R		M	M	R	M	M
2. History		I	I	I	I, R	R	R		M	M	R	M	M
3. Diversity		I	I	I		R	R		M	M	R	M	M
4. Visual Comm		I	I, R	I		R	R		M	M		M	M
5. Writing	I	I	I, R	I		R	M		M	M	M	M	M
6. Ethics		I	I	I		R	R		M	M	R	M	M
7. Critical Thinking/Research	I	I	I	I	I, R, M	R	R		M	M	R	M	M
8. Use of Numbers	I	I	I			R	I		M	M		M	M
9. Evaluation	I	I	I	I		R	R		M	M	R	M	M
10. Technology	I	I	I, R	I		R	R		M	M		M	M
11. Apply management principles as related to leadership, strategic planning for public relations departments, collaborating on teams, conducting performance reviews, integrating strategic communications with other organizational functions, and													

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

considering fiscal
resources.



Rating: I = introduced; R = reinforced; M = mastered

***Special topics, cannot restrict data to one single course.**

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Public Relations - Undergraduate](#)

Degree Awarded: BS

Purpose: To gather information from each instructor about which of the outcomes listed are addressed and are (OR WILL BE) assessed in their courses.
Include a rating and short description of how the outcome will be assessed in each course (e.g., presentation, assignment, research paper).

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 408 or 507	PRL 206	PRL 214	PRL 315	VIS 207	PRL 319	PRL 320	PRL 345	PRL 376	PRL 424	PRL 425
1. Law	I	I		M	I	R	R	I	R	R	R	R	M	M
2. History	I		R	R	I	R	R	I	R	R	R	R	M	M
3. Diversity	I	I, R	R, M	R	I	R	R	I	R	R	R	R	M	M
4. Visual Comm	I	I, R		R	I	R	R	I, R	R	R	R	M	M	M
5. Writing	I	I	R	R	I	M	R	I, R	R	R	M	M	M	M
6. Ethics	I	I	R	R		R	R	I	R	R	M	M	M	M
7. Critical Thinking/Research	I		R, M	M	I	R	R	I	R	R	M	M	M	M
8. Use of Numbers	I				I	I	R	I	R	R	I	M	M	M
9. Evaluation	I	I, R	R	R	I	R	R	I	R	R	R	M	M	M
10. Technology		I, R		R	I	R	R	I, R	R	R	R	M	M	M
11. Apply an understanding of management principles related to public relations				M				I, R						

Rating: I = introduced; R = reinforced; M = mastered

Prepared by: PRL Department, Steve Pike

Date: 5/18/2022

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Television, Radio and Film - Undergraduate](#)

Degree Awarded: **BS**

Purpose: To gather information from each instructor about which of the outcomes listed are addressed and are (OR WILL BE) assessed in their courses.
Include a rating and short description of how the outcome will be assessed in each course (e.g., presentation, assignment, research paper).

	COM 107	COM 117	COM 344, 346, 348 or 350	COM 506	TRF 205	TRF 211	TRF 235	PHI 293	TRF 340	TRF Tools, Tech, Skills	A & S Diversity Course	A & S Global Course	TRF Capstone
1. Law	I	I		M			R	R	R	R			R
2. History	I		R	R	I	I	R	M	M	R			R
3. Diversity	I	I, R	R, M	R	R	R	R	M	M	R	M	M	R
4. Visual Comm	I	I, R		R	M	M		R	R	M			M
5. Writing	I	I	R	R		M		R		M			M
6. Ethics	I	I	R	R	R	I	R	M	M	R	M	M	R
7. Critical Thinking/Research	I		R, M	M	R	I	R	M	M	M	R	M	M
8. Use of Numbers	I						R			R			R
9. Evaluation	I	I, R	R	R	R	I	R	R	M	M			M
10. Technology		I, R		R	M					M			M
11.				M	I	I	I			M			M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Television, Radio and Film - Graduate](#)

Degree Awarded: [MA](#)

	TRF 610	TRF 636	TRF 655	TRF 635	TRF 696	TRF Skills & Tools Courses	TRF 637	TRF 675
1. Law	R	R	R	I	R	R	M	R
2. History	R	M	R	M	R	R	R	
3. Diversity	R	I	R	M	M	R	R	
4. Visual Comm	R	R	I		R	M		R
5. Writing	R				R	M	R	R
6. Ethics	R	I	R	R	I	R	M	R
7. Critical Thinking/Research	R	I	R	R	R	R	R	R
8. Use of Numbers	R			R	I	R	R	R
9. Evaluation	R		I	I	R	M	R	R
10. Technology	R		I	R	R	M		
11. Demonstrate entry-level proficiency in a particular aspect of television, radio or film industry practices by synthesizing best practices and current theories of the field.	M		I	I		M	R	M

Rating: I = introduced; R = reinforced; M = mastered

Syracuse University

Student Learning Outcomes Curriculum Map of Advertising Core Courses

School/College: S.I. Newhouse School of Public Communications

Academic Degree Program Title: [Television, Radio and Film, Sports Media & Communications track - Graduate](#)

Degree Awarded: [MA](#)

	SMC 601	TRF 610	TRF 636	TRF 655	TRF 635	TRF 696	TRF Skills & Tools Courses	TRF 637	TRF 675
1. Law		R	R	R	I	R	R	M	R
2. History		R	M	R	M	R	R	R	
3. Diversity		R	I	R	M	M	R	R	
4. Visual Comm		R	R	I		R	M		R
5. Writing	I	R				R	M	R	R
6. Ethics		R	I	R	R	I	R	M	R
7. Critical Thinking/Research	I	R	I	R	R	R	R	R	R
8. Use of Numbers		R			R	I	R	R	R
9. Evaluation		R		I	I	R	M	R	R
10. Technology		R		I	R	R	M		
11. Demonstrate entry-level proficiency in a particular aspect of television, radio or film industry practices by synthesizing best practices and current theories of the field.		M		I	I		M	R	M

Rating: I = introduced; R = reinforced; M = mastered