CURRICULUM STRUCTURE

PROGRAM CODE: 7320104

BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION

Applicable for the Cohort 2024-2028, Academic Year 2024-2025

(Decision No.490b/2024/QĐ-VUNI, Dated: 10/09/2024, by the Provost of VinUniversity)

This curriculum framework has been reviewed and validated by Cornell University

Records of change

Version	Published date	Effective Date	Approved by	Description of changes
1.0	03/04/2023	03/04/2023	Developed by Curriculum Review Taskforce Reviewed by: CAS Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost	First release
1.1	10/09/2024	10/09/2024	Developed by Curriculum Review Taskforce Reviewed by: CAS Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost	Upgrade GenEd to VinCore; Add more guidelines for international students; Add the minor course for Economics and Psychology programs; Add appendices for mapping of VinUni generic graduate attributes and rubrics for major learning goal.

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1 PROGRAM OVERVIEW

1.1 Program Description

Name of the Program Degree	Bachelor of Arts in Multimedia Communication (BAC)
Program Duration	To be completed in 4 years on a full-time basis over 8 semesters
Total Earned Credits	Minimum 120 and maximum 135

1.2 Program Mission

The overall aim is to prepare high-quality graduates of Bachelor of Arts in Multimedia Communication, with intercultural communication skills and the ability to creatively translate relevant background knowledge and specialized knowledge of communication into work in a variety of creative industries or wherever expertise in the use of multimedia techniques is required. Graduates with high level of proficiency in English language and state-of-the-art communication skills will be able to work effectively in a multicultural communication profession and also academic environment.

1.3 Program Learning Goals and Program Learning Objectives

Program Learning Goal 1 (PLG1): General knowledge

Program Learning Objectives (PLO)/Traits
PLO 1.1: Knowledge of political theory, history and culture of Vietnam;
PLO 1.2: Awareness and basic understanding of the political, economic and social systems of Vietnam and also other countries around the world;
PLO 1.3: Basic understanding of the legal policy system of the State of Vietnam and international law;
PLO 1.4: Knowledge of physical education and national defense and security.

Program Learning Goal 2 (PLG2): Graduates describe the Communication discipline and its central questions

Program Learning Objectives (PLO)/Traits
PLO 2.1: Identify intellectual specialization(s) in the Communication discipline.
PLO 2.2: Categorize the various career pathways for students of Communication;
PLO 2.3: Articulate the importance of communication expertise in career development and civic engagement;
PLO 2.4: Examine contemporary debates within the field;

Program Learning Goal 3 (PLG3): Graduates will have a knowledge of the employ communication theories, perspectives, principles, and concepts

Program Learning Objectives (PLO)/Traits
PLO 3.1: Explain and critique Communication theories, perspectives, principles, and concepts;
PLO 3.2: Apply Communication theories, perspectives, principles, and concepts to real-world problems.

Program Learning Goal 4 (PLG4): Engage in communication inquiry Interpret Communication scholarship:

Program Learning Objectives (PLO)/Traits

PLO 4.1: Evaluate existing Communication scholarship;

PLO 4.2: Formulate questions appropriate for Communication scholarship and contribute to scholarly conversations appropriate to an undergraduate level of scholarship;

Program Learning Goal 5 (PLG5): Graduates create messages appropriate to the audience, purpose, and context

Program Learning Objectives (PLO)/Traits

PLO 5.1: Select creative and appropriate modalities and technologies to accomplish communicative goals;

PLO 5.2: Adapt messages to the diverse needs of individuals, groups and contexts;

PLO 5.3: Create messages in multiple communication modalities and contexts;

PLO 5.4: Adjust messages while in the process of communicating;

PLO 5.5: Critically reflect on one's own messages after the communication event.

Program Learning Goal 6 (PLG6): Graduates critically analyze messages

Program Learning Objectives (PLO)/Traits

PLO 6.1: Identify meanings embedded in messages;

PLO 6.2: Recognize the influence of messages;

PLO 6.3: Engage in active listening;

PLO 6.4: Respond to messages clearly and appropriately.

Program Learning Goal 7 (PLG7): Graduates demonstrate the ability to accomplish communicative goals (self-efficacy)

Program Learning Objectives (PLO)/Traits

PLO 7.1: Identify contexts, situations and barriers that impede communication self-efficacy;

PLO 7.2: Perform verbal and nonverbal communication behaviors that illustrate self-efficacy;

PLO 7.3: Articulate personal beliefs about abilities to accomplish communication goals;

PLO 7.4: Evaluate personal communication strengths and weaknesses.

Program Learning Goal 8 (PLG8): Graduates apply ethical communication principles and practices

Program Learning Objectives (PLO)/Traits

PLO 8.1: Identify ethical perspectives and their relevance to communication practice;

PLO 8.2: Explain the relevance of various ethical perspectives to communication practice;

PLO 8.3: Evaluate and articulate the ethical elements of a communication situation;

PLO 8.4: Choose to communicate with ethical intention;

Program Learning Goal 9 (PLG9): Graduates utilize communication to embrace difference

Program Learning Objectives (PLO)/Traits
PLO 9.1: Articulate the connection between communication and culture;
PLO 9.2: Recognize individual and cultural similarities and differences and the ways they influence communication; PLO 9.3: Adapt one's communication in diverse cultural contexts.

Program Learning Goal 10 (PLG10): Graduates influence public discourse

Program Learning Objectives (PLO)/Traits
PLO 10.1: Explain the importance of communication in civic life;
PLO 10.2: Identify the challenges facing communities and the role of communication in resolving those challenges;
PLO 10.3: Frame and evaluate local, national and/or global issues from a Communication perspective;
PLO 10.4: Utilize communication to respond to issues at the local, national, and/or global level;
PLO 10.5: Advocate a course of action to address local, national and/or global issues from a Communication perspective;

Program Learning Goal 11 (PLG11): Hard skills

Program Learning Objectives (PLO)/Traits
PLO 11.1: Professional skills •   The ability to synthesize, analyze, evaluate, and comment on communication issues at different levels of complexity and apply communication principles and other related principles to provide solutions to those problems; •   Strategy development, plan implementation, risks and crisis management in the field of communication; •   Intercultural communication; •   Article writing, news reporting, message creation, event organization, promotional activities and public relations management. PLO 11.2: Ability to reason and solve problems •   Skills in reasoning, discovering and solving problems in the field of psychology; •   Independent thinking skills in the process of forming ideas, making decisions, working individually and in groups. PLO 11.3: Ability to research and discover knowledge •   Ability to solve problems, discover and conduct research in the field of communication. PLO 11.4: Creative thinking ability for entrepreneurship •   Having an entrepreneurial mindset with a desire to explore issues, ask the "right questions", and identify emerging problems at different local, region and global scales; PLO 11.5: Ability to translate knowledge into practice •   Ability to translate knowledge and skills into practice;

- Ability to analyze requirements, propose solutions and implement solutions.

Program Learning Goal 12 (PLG12): Soft skills

Program Learning Objectives (PLO)/Traits

PLO 12.1: Personal skills
- Ability to work independently; self-study and explore, perform well-planned work and set one's own development goals;
- Time management skills and appropriate allocation of personal work.
- Having professional responsibilities and making sound judgments based on ethical principles and legal guidelines.

PLO 12.2: Teamwork skills
- Ability to perform teamwork and cooperate well with other members;
- Knowledge sharing and group relationship regulation;
- Ability to work in a variety of groups.

PLO 12.3: Management and leadership skills
- Persuasion, negotiation, active listening and empowerment skills;
- Verbal and non-verbal communication skills;
- Reasoning and ideas organization skills;

PLO 12.4: General and specialized language skills
- Proficient English communication skills in a multicultural and academic environment;
- Ability to utilize specialized English which is appropriate for the communication major the workplace.

PLO 12.5: Other complementary skills
- Proficient in using and exploiting advanced features of information technology;
- Proficient in using basic hardware, including but not limited to cameras, smartphones, microphones, mixers, et cetera and digital content editing applications such as Adobe Photoshop, Illustrator, Premiere Pro, Digital Audio Workstations, analytics tools, social media platforms, and other tools.

Program Learning Goal 12 (PLG12): Abilities

Program Learning Objectives (PLO)/Traits

PLO 12.1: Confidence, flexibility, risk-taking courage, enthusiasm, passion for creativity, self-respect, cultural understanding...;

PLO 12.2: Willingness to commit to community services as well as country development;

PLO 12.3: Ability to work under high pressure and in changing environments;

PLO 12.4: Adherence to the law and work with a high spirit of discipline;

PLO 12.5: Responsibility and willingness to contribute to the community and professional field;

PLO 12.6: Having a healthy and active lifestyle;

2 CURRICULUM STRUCTURE

2.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	**VINCORE**	**27**	**22.5%**
I.1	Character	6	5.0%
I.2	Career	6	5.0%
I.3	Connections	15	12.5%
II	**PROFESSIONAL EDUCATION**	**81**	**67.5%**
II.1	College Core Requirement	12	10.0%
II.2	Major Core Requirement	25	20.8%
II.3	Area of Focus	21	17.5%
II.4	Free Electives/Concentration	23	19.2%
II.5	Minor*	15*	
III	**PRACTICE / INTERNSHIP**	**6**	**5.0%**
IV	**GRADUATION CAPSTONE**	**6**	**5.0%**
	TOTAL (minimum)*	**120 (135*)**	**100%**

Note: (*) Students need to fulfill at least 120 earned credits to graduate. They have the option to take up to 135 earned credits within the allowed timeframe without incurring additional tuition fees.

2.2 Courses and Credit Distribution by Courses

No.	Name of Courses	Total credits
I	**VINCORE**	**27**
I.1	**CHARACTER**	**6**
I.1.1	**Enterprise and Innovation**	**2**
ENTR1022	Agile Innovation and Entrepreneurship	*2*
I.1.2	**Leadership Mindset**	**2**
LEAD1031	Leadership and Teambuilding Boot Camp	*2*
I.1.3	**Civic Responsibility**	**2**
VCOR1030	National Defense Education	165 hours
LAW1010	Introduction to Law	*2*
I.1.4	**Community Service Learning**	
COSL1010	Community Service Learning	45 hours
I.2	**CAREER**	**6**
I.2.1	**Working with the Brain**	**2**
THINK1010	Critical and Creative Thinking	2
I.2.2	**Working with Technology**	**2**
CECS1031	Computational Thinking	2
I.2.3	**Working with Others**	**2***

ENGL1030	Academic and Professional Writing (*Refer the alternative course for AY2024-2025 in curriculum framework of Vincore 1.0)	*2**
I.2.4	**Working with the Self**	
VCOR1012A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	45 hours
VCOR1021/22	Healthy Lifestyle	45 hours
I.2.5	**Internship**	
	Internship *Refer to section III.2 for more details*	*1 term*
I.3	**CONNECTIONS**	**15**
I.3.1	**Integrated Vietnam Studies**	**11**
HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	*3*
HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	*2*
HASS1030	Scientific Socialism (Politics and Social Change)	*2*
HASS1041/42	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	*2*
HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	*2*
I.3.2	**Sustainability and Global Citizenship**	**2**
	Choose one out of the following courses	
HASS1070	Cross-Cultural Navigation	*2*
HASS1100	Introduction to International Relations	*2*
I.3.3	**Creative Arts** (*Refer the alternative course for AY2024-2025 in curriculum framework of Vincore 1.0)	**2**
	Choose one out of the following courses	
ARTS1030	Arts Appreciation and Application	*2**
PERF1010	Artistic Performance and Application	*2**
I.3.4	**Global Experience**	
	Students are encouraged to explore short-term study abroad exchange opportunities, facilitated by the Global Exchange Office, to broaden their global understanding and academic experience through partnerships with international institutions	*Optional & Non-credit*
II	**PROFESSIONAL EDUCATION**	**81**
II.1	**College Core Requirement**	**12**
CAS1010/IDEA1010/11/12/X	Big Ideas: X *(The IDEA1010/11/12 series, titled 'Big Ideas (X)' will have its course code and title defined each semester, allowing the course content to align with the key themes and innovative design concepts)*	*2*
CAS2010	Applied Ethics	*2*
CAS1020	Global Perspectives	2
CAS2020	Logic and Scientific Method	2
CAS3010	Global Development and Sustainability	2
CAS3020	Digital Arts and Sciences	2
II.2	**Major Core Requirement**	**25**
COMM1010	Introduction to Communication	3

STAT1011	Statistics for Social Sciences	3	
COMM2010	Introduction to Data Visualization with Tableau	2	
COMM2020	Visual Communication	3	
COMM2030	Oral Communication	2	
COMM2040	Introduction to Digital Communication	3	
COMM2050	Introduction to Public Relations	3	
COMM3010	Media Production	3	
COMM3020	Social Media Management	3	
II.3	**Area of Focus**	**21**	
	One Major is required. (Can choose one of the majors offered to BAC in the following):		
	A. Digital Communication Focus	21	
	B. Public Relations Focus	21	
II.4	**Free Electives/Concentration**	**23**	
	Option 1: Students can take 23 credits of free electives Option 2: Students can take 15 credits hours of one concentration and 8 credits of free electives. Concentration options include Psychology, Economics or Vietnam Studies.	23	
II.5	**Minor***	**15***	
	Students have the option to choose a minimum of 15 credit hours for a minor in a different area of study offered by other colleges.	15*	
III	**PRACTICE / INTERNSHIP**	**6**	
COMM1871 / COMM1872 / COMM1873 / COMM2871 / COMM2872 / COMM2873 / COMM3872	Internship (Students to choose from the Internship Pool to accumulate 6 credits in total)	6	
IV	**GRADUATION CAPSTONE**	**6**	
COMM4890	Capstone Project	6	
	TOTAL **Accumulate at least**	**120 (135*)**	

Note: The Vincore Curriculum applies for cohort 2024 and onward to replace the GenEd Curriculum, adheres to Decision No. 475/2024/QĐ-VUNI dated September 4th, 2024 by the College of Arts and Sciences*.*

(**) For international students:

- International students are required to take ideology courses, including: History of the Communist Party, Ho Chi Minh Ideology, Scientific Socialism, Marxism-Leninism Political Economy, Marxism-Leninism Philosophy (In line with Decision No. 494/QĐ-TTg, issued on June 24, 2002, by the Prime Minister).

- International students are exempted from National Defense Education (in line with Circular 30/2018/TT-BGDĐT issued by the Ministry of Education and Training on December 24, 2018). Students may select other alternative courses (ie. Vietnam: History and Cultures I/II; Vietnamese Language; or other electives); to meet the required credits for graduation (at least 120 credits for a 4-year program and at least 180 credits for a 6-year program).

2.2.1 BAC majors and their required courses

No	Course Code	A. Digital Communication Focus	Total	Note
	Course Code	**Course Name**	**21**	
1	COMM3030	Writing for Digital Media	3	
2	COMM3050	Media and Society	3	
3	COMM3070	Web design and Development	3	
4	MARK3020	Digital Marketing	3	
5	COMM4010	User Experience Design	3	
6	COMM4030	Advanced Media Production	3	
7	COMM4050	Digital Media Metrics	3	

No	Course Code	B. Public Relations Focus	Total	Note
	Course Code	**Course Name**	**21**	
1	COMM3040	Writing for Public Relations	3	
2	COMM3060	Strategic Communication	3	
3	COMM3080	Public Relations Campaigns	3	
4	COMM3100	Media Relations	3	
5	COMM4020	Corporate Communication	3	
6	COMM4040	Crisis Communication	3	
7	COMM4060	Reputation Management	3	

2.2.2 Minors and their required courses

To earn a concentration, students are required to complete a minimum of 15 credit hours.

No	Course code	1. Psychology *CAS offers to all VinUni students* Course name	18
1	PSYC1010	Introduction to Psychology	3
2	PSYC2010	Biological Foundations of Behavior	3
3	PSYC2020	Research Methods in Psychology	3
4	PSYC2030	Social Psychology	3
5	PSYC2040	Developmental Psychology	3
6	PSYC2050	Cognitive Psychology	3

No	Course code	2. Viet Nam studies *CAS offers to all VinUni students* Course name	18
1	HASS1041	Vietnam History and Culture 1	2
2	HASS1050	Vietnam History and Culture 2	2
3	VIET1010	Vietnamese Language 1 (International Students)	3
4	ECON4011	Economic Growth and Development in Vietnam	3
5	HASS1091	Politics of Vietnam	3
6	ENTR4011	Entrepreneurship and Leadership	3
7	VIET4890	Capstone Project	2

No	Course code	Course name	24
3. Economics _CAS offers to all VinUni students_		
1	INTR1010	Introduction to Economics	3
2	ECON1010	Introduction to Microeconomics	3
3	ECON2020	Introduction to Macroeconomics	3
4	ECON2010	Basic Econometrics	3
5	ECON2030	Quantitative analysis and Forecasting	3
6	ECON3010	Intermediate Microeconomics	3
7	ECON3050	Behavior Economics	3
8	ECON3080	Development Economics	3

2.3   Curriculum Planner

	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 1	HASS1010	Marxism-Leninism Philosophy	3	VinCore		LEAD1030	Leadership and Teambuilding Boot Camp	2	VinCore
	HASS1020	Marxism-Leninism Political Economy	2	VinCore		HASS1070	Cross Cultural Navigation	2	VinCore
	ENGL1031	Academic and Professional Writing	2	VinCore		HASS1030	Scientific Socialism	2	VinCore
	VCOR1021	Healthy Lifestyle 1	0	VinCore		HASS1041/42	Ho Chi Minh Ideology	2	VinCore
	ENTR1021	Agile Innovation and Entrepreneurship	2	VinCore		VCOR1022	Healthy Lifestyle 2	0	VinCore
	VCOR1012A/B	OASIS	0	VinCore		VCOR1012A/B	OASIS	0	VinCore
	COSL1010	Community Service Learning	0	VinCore		CAS1020	Global Perspectives	2	BAC Core
	IDEA1010/ 11/12	Big Ideas	2	VinCore		STAT1011	Statistics for Social Sciences	3	BAC Core
	COMM1010	Introduction to Communication	3	BAC Core		VCOR1030	National Defense Education (During summer semester - tentatively)	0	VinCore
							Minor/Elective	2	ELT
		Total Credit	**14**				**Total Credit**	**15**	

	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 2	THINK1010	Critical and Creative Thinking	2	VinCore		CECS1031	Computational Thinking	2	VinCore
	HASS1050	History of the Communist Party	2	VinCore		COSL1010	Community Service Learning	0	VinCore
	ARTS1030\ PERF1010	Arts Appreciation and Application / Artistic Performance and Application	2	VinCore		LAW1010	Introduction to Law	2	VinCore
	CAS2010	Applied Ethics	2	VinCore		CAS2020	Logic and Scientific Method	2	BAC Core
	COMM2010	Introduction to Data Visualization with Tableau	2	BAC Core		COMM2040	Introduction to Digital Communication	3	BAC Core
	COMM2020	Visual Communication	3	BAC Core		COMM2050	Introduction to Public Relations	3	BAC Core
	COMM2030	Oral Communication	2	BAC Core			Minor/Elective	3	ELT
		Total Credit	**15**				**Total Credit**	**15**	

	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 3	CAS3010	Global Development and Sustainability	2	BAC Core		CAS3020	Digital Arts and Sciences	2	BAP Core
	COMM3010	Media Production	3	BAC Core			Major A/B	3	MAJ
	COMM3020	Social Media Management	3	BAC Core			Major A/B	3	MAJ
		Major A/B	3	MAJ			Major A/B	3	MAJ
		Minor/Elective	2	ELT			Minor/Elective	2	ELT
		Minor/Elective	3	ELT			Minor/Elective	3	ELT
		Total Credit	**16**				**Total Credit**	**16**	

	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 4		Major A/B	3	MAJ		PSYC1871 / PSYC1872 / PSYC1873 / PSYC2871 / PSYC2872 / PSYC2873 / PSYC3872	Internship	6	INT
		Major A/B	3	MAJ		PSYC4890	Graduation Capstone	6	GRA
		Major A/B	3	MAJ			Minor/Elective	2	ELT
		Minor/Elective	3	ELT					
		Minor/Elective	3	ELT					
		Total Credit	**15**				**Total Credit**	**14**	

2.4 Course Descriptions
2.4.1 VINCORE Courses

ENTR1022 Agile Innovation and Entrepreneurship   **2 credits**

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Explain how an entrepreneurial mindset supports and accelerates innovation and growth in the contexts of businesses, industries, and countries.
2. Evaluate the multifaceted nature of entrepreneurship in Vietnam and internationally, and how it impacts the economy, society, and environment. Have access to insights on VinGroup's governance principles (the 6 Hóa).
3. Recommend strategies to evaluate the entrepreneurial mindset, values, and behaviors, and to further develop the entrepreneurial mindset, both individually and organizationally.
4. Grow your own entrepreneurial mindset and innovation-related skills, including identifying and evaluating opportunities, taking calculated risks, solving problems creatively, communicating effectively, and influencing stakeholder groups.
5. Demonstrate the ability to work productively in teams to collaboratively explore opportunities, generate ideas, and find and communicate solutions to a predefined challenge during the course hackathon.

LEAD1031 Leadership and Teambuilding Bootcamp   **2 credits**

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Define foundational concepts of leadership traits, leadership styles, values, and trends, and their applications to real-life situations, especially in a turbulent world.
2. Describe and evaluate the differences and similarities between management and leadership, and their application in an organizational setting.
3. Evaluate the multifaceted nature of leadership in Vietnam and internationally, and their impact on work environments, particularly in a VUCA context. Have access to insights on Vingroup's mission, vision, and core values.
4. Develop your own leadership mindset by setting a vision, developing self-awareness, understanding others' perspectives, understanding situational contexts, communicating effectively, and making informed decisions. setting a vision, accepting accountability, understanding self and others' limits, inspiring and motivating others, and creating the collaborative conditions for success
5. Apply basic leadership values and skills through action-based learning, building self, interpersonal, and team leadership during the leadership bootcamp.

VCOR1030 National Defense Education   **Hours: 165**

On successful completion of this course, students will be able to:

Understand and articulate knowledge of the National Defense and Security policies of the Communist Party of Vietnam.

1. Understand basic concepts of national defense and security work.
2. Understand and practice the fundamental rules and disciplinary regulations in military organization.
3. Practice the fundamental techniques and tactics of infantry combat

LAW1010 Introduction to Law **2 credits**

Pre-requisite: N/A

On successful completion of this course, students will be able to:

1. Explain the history, contemporary nature, and purpose of the Vietnamese legal system, including its key institutions, doctrines, and principles.
2. Describe and evaluate key differences and similarities between legal system management in Vietnam and internationally.
3. Understand the mechanisms of legal duty, justification of punishment, and the roles of courts and juries.
4. Apply fundamental legal rules and principles in a wide range of selected areas of the law, demonstrating critical thinking and ethical considerations.
5. Develop a mindset of compliance and appreciate the importance of adhering to legal standards in professional and personal context

COSL1010 Community Service Learning **45 hours**

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Define and understand the essential components of service learning, including benefits, impact, and key attributes.
2. Critically reflect on social issues and UNESCO's sustainable development goals (SDGs) with reference to a planned service project
3. Plan and implement a service project in accordance with local laws and regulations
4. Reflect on the outcomes of that service project and how it could have been improved
5. Develop sensitivity and empathy to local community members

THINK1010 Critical and Creative Thinking **2 credits**

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Appreciate the purpose and importance of creative and critical thinking.
2. Identify, develop, and criticize claims and arguments in accordance with principles of logical reasoning and scientific evidence
3. Apply creative and critical thinking with supporting tools and techniques for problem-solving.
4. Embed creative and critical thinking in workplace idea generation.
5. Build foundations for enhancing individual and team effectiveness.

CECS1031 Computational Thinking **2 credits**

Pre-requisite: N/A

On successful completion of this course, students will be able to:

1. Identify and analyze problems from life and business in order to determine computational solutions.
2. Break down problems into logical steps and data requirements.
3. Use basic data structures and algorithms for problem-solving.
4. Design simple algorithms and computational models.
5. Implement solutions using basic programming skills.
6. Evaluate and optimize computational solutions.

ENGL1030 Academic and Professional Writing **2 credits**

Pre-requisite: NA

On successful completion of this unit, students will be able to:
1. Identify and explain core attitudes, values, and practices of academic culture and how academic writing reflects these.
2. Reflect critically on the differences between academic and opinion writing and apply this understanding in the composition of academic essays, including referencing, quoting, and paraphrasing.
3. Evaluate the differences between academic and professional writing in terms of style, purpose, target audience, and techniques.
4. Develop your clear, concise, and well-structured writing skills, focusing on the most critical documents and situations in academic and professional work such as academic essays, newspaper articles, business reports, proposals, speeches...
5. Use AI to develop, enhance, and revise writing in both academic and professional contexts.

VCOR1012A/B - OASIS   45 hours
Pre-requisite: NA
On successful completion of this course, students will be able to:
1. Cultivate self-leadership, enhancing self-confidence, self-esteem, self-determination, and self- control.
2. Self- acquire and apply college readiness skills, life-long learning, effectively adapting to academic, social, and personal challenges of university life
3. Self- develop essential career skills, preparing for personal and professional success.
4. Embrace community involvement by actively participating in community service, demonstrating a commitment to positive societal impact and a pay-it-forward spirit.
5. Regularly reflect on personal growth and practice self-leadership throughout your university life, from the initial enrollment CV to the Individual Development Plan (IDP) and the pre- graduation CV, ensuring ongoing development and readiness for life after graduation.

VCOR1021/22 Healthy Lifestyle 1,2   45 hours
Pre-requisite: None
On successful completion of this course, students will be able to:
1. Understand the important principles of a healthy lifestyle, including balanced nutrition, regular physical activity, and mental well-being.
2. Understand your own health, develop your own personal health strategies, including techniques for managing stress effectively and maintaining a balanced life.
3. Engage in self-discipline for nutrition, exercise, and rest, and actively participate in various physical and mental well-being clubs at the university.
4. Recognize the impact of lifestyle choices on long-term health and well-being, and make informed decisions to enhance your quality of life.
5. Be motivated to promote well-being within communities through various means such as research, awareness campaigns, and participation in health clubs.

Internship
Credit: Depending on College Program
On successful completion of the internship, students will be able to:
1. Develop work habits, skills and attitudes necessary for job success
2. Identify, record, and carry out performance objectives (agreed upon by the employer, or supervisor) related to their job assignment

3. Develop communication, interpersonal and other critical skills needed to function successfully in the role and similar roles
4. Develop industry-specific technical skills and knowledge needed to function successfully in the role and similar roles
5. Acquire employment contacts leading directly to a full-time job following graduation from college.

HASS1010 Marxism Leninism Philosophy (Philosophy, Science and Society) 3 credits
Pre-requisite: NA
On successful completion of this course, students will be able to:

1. Understand the basic philosophical foundations of Marxism-Leninism, including dialectical materialism and historical materialism
2. Explain its significance in the development of Vietnam's state ideology and relevance to other areas of society including history, politics and economics
3. Know that Vietnamese philosophy features elements of syncretism and be able to describe those elements (e.g., Marxism-Leninism, Confucianism, Buddhism, Daoism, etc.)
4. Describe, evaluate and compare different answers to foundational philosophical questions such as "what exists?", "what is knowledge?", and "what is right and wrong?"
5. Understand and assess different approaches to the nature of science and scientific progress

HASS1020 Marxism-Leninism Political Economy (Global Political Economy)2 credits
Pre-requisite: NA
On successful completion of this course, students will be able to:
1. Demonstrate an understanding of the complexity of how the world is interconnected through the political economy.
2. Develop an informed understanding of conceptual terms and theoretical approaches used in understanding the global economy.
3. Understand the transformation of Vietnam in the context of the global political economy.
4. Cultivate a critical-minded awareness of major trends in the global political economy.
5. Acquire an informed understanding of the rise of China and India and the resulting impacts on Vietnam, ASEAN, and the world.

HASS1030 Scientific Socialism (Politics and Social Change)   2 credits
Pre-requisite: NA
On successful completion of this course, students will be able to:
1. Describe and explain the concepts of politics and social change of Vietnam and around the region, and acquire some lexicon of the subject;
2. Understand how politics and political systems are key to socio-economic developments, including but not limited to the Marxist-Leninist views;
3. Understand the ways politics affects economic management, and help determine national success
4. Compare Vietnam's national development with national efforts elsewhere in Asia;

HASS1041/42 Ho Chi Minh Ideology (Vietnam History and Culture II)   2 credits
Pre-requisite: NA
On successful completion of this course, students will be able to:

1. Know the major events, persons, and historical conditions the led to the creation and development of Ho Chi Minh Ideology and engage Ho Chi Minh Ideology as both a historical and living body of thought.
2. Consider the ongoing transformation of Ho Chi Minh thought and its significance in history and for Vietnam's future.
3. Critically review historical artifacts, including textual documents, art, literature, archeology, and accounts of informants and grasp the historical factors and precedents that relate to contemporary issues
4. Gain ability to apply historical and cultural knowledge to understanding and analyzing contemporary problems
5. Present historical evidence-based arguments and conduct probing discussions about challenging historical subjects
6. Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

HASS1050 History of the Communist Party (Vietnam History and Culture I)   2 credits
Pre-requisite: NA
On successful completion of this course, students will be able to:
1. Know the major events, persons, and historical conditions the led to the creation and development of the Vietnamese Communist Party
2. Critically review historical artifacts, including textual documents, art, literature, archeology, and accounts of informants.
3. Grasp the historical factors and precedents that relate to contemporary issues and gain the ability to apply historical and cultural knowledge to understanding and analyzing contemporary problems
4. Present historical evidence-based arguments
5. Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

HASS1070 Cross-Cultural Navigation   2 credits
Pre-requisite: None
On successful completion of this course, students will be able to:
1. Understand the ways in which individual identities, values, and perceptions and biases are shaped by cultures and different forms of life
2. Know the theories and practice related to the impact of culture in our daily ecologies in local and global contexts
3. Identify and understand the intersection of one's own and others' cultural identities
4. Apply knowledge of practice, theory, and personal reflection of different cultures to a particular issue that requires collaboration or cooperation between individuals or groups from different cultural backgrounds

HASS1100 Introduction to International Relations
Pre-requisite: None   **2 credits**
On successful completion of this course, students will be able to:
1. Know the main actors, structures, and processes of international relations
2. Understand the basic theoretical principles of international relations and compare the competing underlying frameworks on human and social nature
3. Identify the respective objectives of international organizations in international politics, collaboration, and cooperation

4. Explore a case study, problem-solving scenario or dilemma involving international relations and devise a strategy/solution supported by theory and solid argumentation
5. Critically assess alternative strategies and points of view on complex scenarios requiring international relations

ARTS1030 Art Appreciation and Application
2 credits

Pre-requisite: NA
On successful completion of this course, students will be able to:
1. Demonstrate an understanding and appreciation of arts and visual arts in general, including their function, and historical, religious, cultural, social, and environmental contexts and relevance;
2. Understand and define the basic principles of arts, visual arts, and design; explain and analyze a work of art from an informed and objective viewpoint, its physical attributes and formal construction;
3. Identify how art works are created and processed;
4. Make a reference to the significance and application of the arts in students' own field of studies and interests;
5. Analyze Vietnam arts and situate Vietnam arts in the global context.

PERF1010 Artistic Performance and Application
2 credits

Pre-requisite: NA
On successful completion of this course, students will be able to:
1. Show improved skill in their chosen artistic field (e.g., music, dance, theatre, visual arts) and express their creativity and individuality through performance(s).
2. Evaluate and discuss different forms of artistic performance, identifying key elements and techniques, and write reflective assessments on their personal artistic development.
3. Work well with peers to create and perform artistic pieces, and effectively give and receive constructive feedback.
4. Clearly communicate the artistic vision and choices behind their performances both verbally and in writing (if required) and develop their skills in presenting artistic work to an audience, including stage presence and audience engagement.
5. Explore and appreciate a variety of artistic traditions from around the world, with a special focus on Vietnamese culture, and place their own artistic work in a wider cultural and historical context.
6. Plan, organize, and complete an artistic performance project from start to finish, demonstrating good time management and organizational skills.
7. Understand and apply ethical considerations in artistic performance, including respecting intellectual property and cultural sensitivities, and behave professionally during rehearsals, performances, and collaborative projects.

Study Abroad
On successful completion of the study abroad program, students will be able to:
1. Develop skills and self-confidence for interacting with people from a different location and culture
2. Competently navigate living, studying and potentially working in a different location and culture
3. Understand how different backgrounds and cultures impact one another's views, values, behaviours, and biases

4. Reflect on how the experience has produced a global mindset and the values of being a global citizen

5. Build life-long connections and a network of partners for academic study, professional and personal life

2.4.2   BAC Core Courses

IDEA1010/11/12 Series: Big Ideas (X)   **Credits:** 2
Prerequisites: None
On successful completion of this course, students will be able to:
1. Describe and explain a "big idea", which may be a new solution to a problem, a disrupting technology, or an innovative method or way of doings things
2. Identify the implications of a big idea for everyday life or a professional setting
3. Develop a strategy for using a big idea to improve an existing approach or create a new application
4. Evaluate the application of a big idea, including an assessment of its positive impacts, negative impacts, and mitigating strategies for the theme of the year

CAS1020 – Global Perspectives   **Credits:** 2
Prerequisites: None
This course exposes and engages students with a variety of different global perspectives on important issues of the day. Each week the seminar will be led by a different faculty member or guest speaker who will choose a topic, assign pre-class reading, and organize the class activities. Potential contemporary issues include Chat GPT and AI, the aging crisis, immigration, globalization, the new space race, Industry 4.0, etc.

CAS2010 – Applied Ethics   **Credits:** 2
Prerequisites: None

On successful completion of this course, students will be able to:
1. Identify and explain a range of ethical concerns across different professional and real-world domains of human interaction.
2. Apply ethical theories and offer rational justification to moral dilemmas.
3. Understand the moral stakeholders involved and the ethical obligations required for certain professional standards/codes, as well as the rationale behind them.
4. Apply ethical theories and offer rational justification to moral dilemmas where no professional standards/codes are established

CAS2020 – Logic and Scientific Method   **Credits:** 2
Prerequisites: None

This course introduces students to more advanced topics in reasoning, logic, and the topics of evidence and testing in science. In deductive reasoning students advance in topics in critical thinking to include first-order predicate calculus and modal logic. In statistical reasoning students learn the axioms of probability theory, Bayesian confirmation theory and issues in the confirmation of scientific theories including advanced topics from the Hypothetical-Deductive Method and Falsificationism.

CAS3010 – Global Development and Sustainability   **Credits:** 2
Prerequisites: None

This course introduces and elaborates on the concept of development and the role of sustainability. The course would engage the ideas of development from an interdisciplinary and multi-

dimensional perspective. The course content aims to answer questions such as: what is development? How does development happen? What contributes to development? Why do the development stories differ at the country, regional, and global levels? Besides the theoretical explanation of development, practical insights would be provided via real-world exposure, case studies, contemporary reading material, and capstone projects. The course would focus on the interaction and interrelationship between environment and development by exploring the role of sustainability.

CAS3020 – Digital Arts and Sciences   **Credits:** 2
Prerequisites: None

As more information becomes digitized, researchers can use powerful AI tools to better analyze that data and visualize it for communication. This course introduces students to the main advances in digital humanities, how to code for basic research and scholarship with an eye to potential application in the areas: communications, psychology and economics.

COMM1010 – Introduction to Communication   **Credits:** 3
Prerequisites: None

This foundational course introduces students to the fundamental concepts and theories of communication. Through discussions, case studies, and practical exercises, students will gain an understanding of the key components of effective communication, including interpersonal, intercultural, and organizational communication.

STAT1011 – Statistics for Social Sciences   **Credits:** 3
Prerequisites: None

This course introduces the fundamental concepts and techniques of statistical analysis. The focus is on developing skills in descriptive and inferential statistics, including data collection and analysis, probability theory, hypothesis testing, and regression analysis. Students will also learn how to use statistical software to perform data analysis.

COMM2010 – Introduction to Data Visualization with Tableau   **Credits:** 2
Prerequisites: TBD

This course introduces the fundamentals of data visualization principles to design clear and engaging visualizations using Tableau Desktop, one of the most used data visualization tools in the world. Although this course focuses on Tableau specifically, this course will help students develop transferrable skills that can apply to many of the most popular software tools used today. The course will cover two important skills in parallel: data visualization principles and the application of them in Tableau. This will help students make informed decisions about the types of visualizations you create and how to communicate them most effectively to an audience.
Students will gain a fundamental understanding of data visualization principles including choosing the best chart type; pre-attentive attributes such as color, shapes, sizes, and typography; decluttering and emphasizing; data wrangling and cleansing; designing in an iterative process; and advanced visualization techniques; and data privacy and ethical considerations.

COMM2020 – Visual Communication   **Credits:** 3
Prerequisites: TBD

This course examines the role of visuals in effective communication across various media platforms. Students will learn about graphic design principles, typography, layout, and visual storytelling techniques. Through hands-on projects, students will develop skills in creating visually

appealing and impactful communication materials, such as infographics, presentations, and digital graphics.

COMM2030 – Oral Communication   **Credits:** 2
Prerequisites: TBD

This course focuses on developing students' oral communication skills with a focus on public speaking skills, preparing them to confidently deliver speeches and presentations in various professional settings. Students will learn techniques to engage and captivate audiences, craft persuasive arguments, and master non-verbal communication.

COMM2040 – Introduction to Digital Communication   **Credits:** 3
Prerequisites: TBD

The media landscape today is fast changing, characterized by unprecedented transformation in all parts of the world. Traditional media forms are becoming deeply challenged by new digital platforms. Media industries and public sector communications in the digital age are operating in an increasingly complex globalized context. Professionals equipped with new skill sets are needed to lead and manage these crucial transformations.
This course provides you with key insights into the changing transnational contexts of media structures and multiple digital communication practices including the latest developments in internet and media platforms, social media, digital audiences, mobile media, online governance. It also trains you in critical analysis, strategic thinking and audience research skills, as well as media writing skills and audio-visual production.

COMM2050 – Introduction to Public Relations   **Credits:** 3
Prerequisites: TBD

Public relations (PR) is a myth to everyone, but it is important in our daily life and for all professions, whether it is sports, education, finance and entertainment, and for both the public and private sector. Is PR merely publicity, speeches, special events, community gathering and fundraising? These aspects are part of but not the totality of PR.
PR is a broad concept and an interdisciplinary profession. It is associated with language, culture and philosophy. It can also related to arts like design and visual communication. And, it also formulates models driven by research and data that set a framework for problem-solving.
All of these contents will be addressed in this course.

COMM3010 – Media Production   **Credits:** 3
Prerequisites: TBD

This course introduces students to the multifaceted media production world, encompassing theoretical foundations and practical skills. Covering a spectrum from TV to digital, students will gain hands-on experience with tools and techniques essential for producing quality content. Topics include storytelling principles, audio-visual techniques, media editing, production ethics, and the ever-evolving digital landscape.

COMM3020 – Social Media Management   **Credits:** 3
Prerequisites: TBD

This course introduces students to the dynamic world of social media management, equipping them with the strategies and tools needed to effectively curate, publish, and monitor content across various platforms. Dive into branding, audience engagement, and analytics principles to build a robust online presence. Through hands-on projects and case studies, students will learn best

practices for content creation, scheduling, crisis management, and performance evaluation, preparing them for careers in the fast-paced realm of social media marketing.

2.4.3 Major Courses
A. Digital Communication Focus

COMM3030 – Writing for Digital Media   **Credits:** 3
Prerequisites: TBD

Digital media combine and converge skill sets, tools and technologies. They also blur the traditional roles of producer and consumer, publisher and reader, message sender and message receiver.
These transformations and the demands that they place on writers are the focus of this course. Understanding our increasingly fragmented audiences and exploring how communicators operate will help you develop content for digital formats. You will analyze the possibilities of digital environments. You will also acquire skills to help you succeed in writing for digital media.

COMM3050 – Media and Society   **Credits:** 3
Prerequisites: TBD

This course explores the complex relationship between media and society, examining the social, cultural, and political impact of mass media. Students will analyze media representations, media effects theories, media ownership, and media literacy. Through critical analysis and discussions, students will gain insights into the role of media in shaping public opinion, influencing social change, and reflecting cultural values.

COMM3070 – Web Design and Development   **Credits:** 3
Prerequisites: TBD

This course provides a comprehensive introduction to web design and development. Students will learn the principles of user experience design, information architecture, and front-end web development. Through hands-on projects, students will gain skills in creating functional and visually appealing websites, understanding the importance of responsive design and usability.

MARK3020 – Digital Marketing   **Credits:** 3
Prerequisites: TBD
This course helps students understand how the digital economy works and develop the critical insights needed to succeed in e-commerce and digital marketing. This course provides the foundational knowledge and marketing perspective needed to successfully execute digital marketing activities in businesses of various types and sizes. The course provides participants with the theoretical understanding they need to adapt to the many changes while equipping them with the skills they need to perform their daily tasks.

COMM4010 – User Experience Design   **Credits:** 3
Prerequisites: TBD

This course examines the principles and techniques of user-centered design to create meaningful and engaging user experiences. Students will learn about user research, information architecture, interaction design, and usability testing. Through hands-on projects, students will develop skills in designing intuitive and user-friendly digital products and interfaces that meet user needs and expectations.

COMM4030 – Advanced Media Production   **Credits:** 3
Prerequisites: TBD

This course builds on the foundational media production skills from COMM3010 and explores advanced techniques in creating multimedia content. Students will learn about advanced video editing, motion graphics, sound design, visual effects, and livestreaming. Through hands-on projects, students will further develop their creative and technical skills in producing high-quality multimedia content for various platforms and audiences.

COMM4050 – Digital Media Metrics   Credits: 3
Prerequisites: TBD

The extent to which a digital media campaign succeeds is to be measured objectively by concrete outcome in terms of what returns exist after a campaign. Digital Media Metrics is a course aiming at teaching students the various types of Metrics available for such campaigns, ways to access, construct, and measure them, and the opportunities and pitfalls that befall the use of such metrics.

B. Public Relations Focus

COMM3040 – Writing for Public Relations   Credits: 3
Prerequisites: TBD

Critical to any successful communications professional is a solid understanding of what is newsworthy, coupled with strong writing skills. This course is designed to help you develop professional writing skills expected of PR practitioners. It covers the style and strategy of various forms of public relations writing including press releases, media correspondence, media advisories, and talking points.

COMM3060 – Strategic Communication   Credits: 3
Prerequisites: TBD

This course focuses on the strategic planning and execution of communication campaigns. Students will learn how to analyze organizational objectives, identify target audiences, develop key messages, and select appropriate communication channels. Through case studies and practical exercises, students will gain skills in developing integrated communication plans that align with organizational goals and effectively engage stakeholders.

COMM3080 – Public Relations Campaigns   Credits: 3
Prerequisites: TBD

This hands-on course teaches specific considerations, pre-requisites, and skills with regards to putting together public relations campaigns. It teaches the conceptualization of campaigns and the choice of strategies that take into consideration place, time, and cultures. Students will learn to distinguish between strategic and tactical, and the alignment of campaigns to purposes. Students will also learn about the different forms of campaigns and the effective deployment of differentiation and choice for effective communication and public relations.

COMM3100 – Media Relations   Credits: 3
Prerequisites: TBD

This course focuses on the strategic management of relationships between organizations and the media. Students will learn how to effectively communicate with journalists, craft press releases, organize press conferences, and manage media inquiries. Through practical exercises and case studies, students will develop skills in building positive relationships with the media, handling media crises, and leveraging media opportunities for organizational goals.

COMM4020 – Corporate Communication   **Credits:** 3
Prerequisites: TBD

The course Corporation Communication will introduce students to theories and practices of how corporate entities communicate with their audiences. The course content would examine various corporate communication processes, audiences, platforms, and models – with an emphasis on publications relations.

COMM4040 – Crisis Communication   **Credits:** 3
Prerequisites: TBD

This course examines the strategies and practices of effective communication during crisis situations. Students will learn about crisis communication planning, risk assessment, crisis messaging, and stakeholder management. Through case studies and simulations, students will develop skills in managing crisis communication effectively, maintaining organizational reputation, and minimizing the impact of crises on stakeholders.

COMM4060 – Reputation Management   **Credits:** 3
Prerequisites: TBD

This course examines how reputations are built, and sometimes threatened or destroyed. It analyses the use of communications across a range of contemporary channels which influence perceptions of organizations. Furthermore, students will learn about the role public relations plays in protecting, maintaining and restoring reputation for brands and organizations. Students will learn about the role of managing reputation and gain a strong understanding of brand management and stakeholder relationship building. Students will gain hands on knowledge in managing an issue and experience a crisis simulation.

2.4.4   Minors

The College of Arts and Sciences does not require students to complete a minor. However, pursuing a minor allows you to take advantage of the extensive offerings across the university. There are a few rules to keep in mind when considering a minor. Similar to majors, you must complete all upper-division courses for a minor at VinUni. The minimum credits required for a 4-year program is 120 credits. If a minor is included, the total should be 135 credits (120 credits for the major plus 15 credits for the minor). You may not take any minor requirements on a Pass/No Pass basis, and you must earn a minimum GPA of 2.0 in all courses required for the minor. The requirements for most minors are straightforward. However, just like majors, some minors require careful sequencing of courses. If you have any questions about the requirements for completing a minor, you should consult the advisor in the department offering the minor.

3   APPENDICES

Appendix 1: Mapping of VinUni generic graduate attributes and learning goals
Appendix 2: Rubrics for each learning goal

Appendix 1: MAPPING OF VINUNI GENERIC GRADUATE ATTRIBUTES AND LEARNING GOALS

Vin Uni Graduate Attributes	Program Learning Goals					
	PLG1 – General knowledge	PLG2 – Graduates describe the Communication discipline and its central questions	PLG3 – Graduates will have a knowledge of the employ communication theories, perspectives, principles, and concepts	PLG4 – Engage in communication inquiry Interpret Communication scholarship	PLG5 – Graduates create messages appropriate to the audience, purpose, and context	PLG6 – Graduates critically analyze messages
EMPATHY		☐	☐		☐	
EXCEPTIONAL CAPABILITIES	☐	☐	☐	☐	☐	☐
CREATIVITY	☐	☐	☐	☐	☐	☐
LEADERSHIP	☐	☐	☐	☐		☐
ENTREPRENEURSHIP MINDSET	☐		☐		☐	☐

Appendix 1: MAPPING OF VINUNI GENERIC GRADUATE ATTRIBUTES AND LEARNING GOALS

Vin Uni Graduate Attributes	Program Learning Goals						
	PLG7 – Graduates demonstrate the ability to accomplish communicative goals (self-efficacy)	PLG8 – Graduates apply ethical communication principles and practices	PLG9 – Graduates utilize communication to embrace difference	PLG10 – Graduates influence public discourse	PLG11 – Hard skills.	PLG12 – Soft skills	PLG13 – Abilities.
EMPATHY	☐	☐		☐		☐	☐
EXCEPTIONAL CAPABILITIES	☐	☐	☐		☐		☐
CREATIVITY	☐	☐	☐	☐	☐	☐	☐
LEADERSHIP	☐	☐		☐	☐	☐	☐
ENTREPRENEURSHIP MINDSET	☐	☐	☐	☐	☐	☐	☐

Appendix 2: RUBRICS FOR MAJOR LEARNING GOALS

Program Learning Goal 2 (PLG2): Graduates describe the Communication discipline and its central questions

PLO 2.1: Identify intellectual specialization(s) in the Communication discipline.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Knowledge of Communication Disciplines	Demonstrates limited understanding of the key areas of specialization within the Communication discipline.	Demonstrates a basic understanding of the key areas of specialization within the Communication discipline.	Demonstrates a comprehensive understanding of the key areas of specialization within the Communication discipline, including their historical development, current trends, and interconnections.
Ability to Identify Central Questions	Struggles to identify the central questions and debates within the Communication discipline.	Identifies some of the central questions and debates within the Communication discipline.	Accurately identifies the central questions and debates within the Communication discipline, demonstrating a deep understanding of their significance and implications.
Critical Analysis	Lacks critical analysis of the Communication discipline and its central questions.	Demonstrates basic critical analysis of the Communication discipline and its central questions.	Demonstrates a high level of critical analysis of the Communication discipline and its central questions, evaluating different perspectives and arguments.
Communication Skills	Struggles to communicate effectively about the Communication discipline and its central questions.	Communicates effectively about the Communication discipline and its central questions in a clear and concise manner.	Communicates effectively about the Communication discipline and its central questions in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 2.2: Categorize the various career pathways for students of Communication;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Knowledge of Career Pathways	Demonstrates limited knowledge of the various career pathways available to students of Communication.	Demonstrates basic knowledge of the various career pathways available to students of Communication.	Demonstrates a comprehensive understanding of the various career pathways available to students of Communication, including their specific roles, responsibilities, and skills requirements
Ability to Categorize	Struggles to categorize the various career pathways based on their key characteristics.	Categorizes the various career pathways based on their key characteristics, but may make some errors or omissions.	Accurately categorizes the various career pathways based on their key characteristics, demonstrating a deep understanding of their similarities and differences.
Critical Analysis	Lacks critical analysis of the various career pathways and their implications.	Demonstrates basic critical analysis of the various career pathways and their implications.	Demonstrates a high level of critical analysis of the various career pathways and their implications, evaluating the advantages and disadvantages of each path.
Communication Skills	Struggles to communicate effectively about the various career pathways available to students of Communication.	Communicates effectively about the various career pathways available to students of Communication in a clear and concise manner.	Communicates effectively about the various career pathways available to students of Communication in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 2.3: Articulate the importance of communication expertise in career development and civic engagement;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Communication Expertise	Demonstrates limited understanding of the importance of communication expertise in career development and civic engagement.	Demonstrates a basic understanding of the importance of communication expertise in career development and civic engagement.	Demonstrates a comprehensive understanding of the importance of communication expertise in career development and civic engagement, including its role in various professional contexts and civic activities.
Ability to Articulate	Struggles to articulate the importance of communication expertise in career development and civic engagement.	Articulates the importance of communication expertise in career development and civic engagement in a clear and concise manner.	Articulates the importance of communication expertise in career development and civic engagement in a persuasive and engaging manner, using evidence and examples to support arguments
Critical Analysis	Lacks critical analysis of the importance of communication expertise in career development and civic engagement.	Demonstrates basic critical analysis of the importance of communication expertise in career development and civic engagement.	Demonstrates a high level of critical analysis of the importance of communication expertise in career development and civic engagement, evaluating the impact of effective communication on career success and civic participation.
Application of Knowledge	Struggles to apply knowledge of communication expertise to career development and civic engagement.	Demonstrates basic ability to apply knowledge of communication expertise to career development and civic engagement.	Demonstrates a strong ability to apply knowledge of communication expertise to career development and civic engagement, effectively using communication skills in various professional and civic contexts.

PLO 2.4: Examine contemporary debates within the field;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Knowledge of Contemporary Debates	Demonstrates limited knowledge of contemporary debates within the Communication discipline.	Demonstrates basic knowledge of contemporary debates within the Communication discipline.	Demonstrates a comprehensive understanding of contemporary debates within the Communication discipline, including their historical context, key arguments, and implications.
Ability to Examine	Struggles to examine contemporary debates within the Communication discipline.	Examines contemporary debates within the Communication discipline, but may lack depth or critical analysis.	Examines contemporary debates within the Communication discipline in a thorough and critical manner, evaluating different perspectives and arguments.
Critical Analysis	Lacks critical analysis of contemporary debates within the Communication discipline.	Demonstrates basic critical analysis of contemporary debates within the Communication discipline.	Demonstrates a high level of critical analysis of contemporary debates within the Communication discipline, evaluating the strengths and weaknesses of different arguments.
Communication Skills	Struggles to communicate effectively about contemporary debates within the Communication discipline.	Communicates effectively about contemporary debates within the Communication discipline in a clear and concise manner.	Communicates effectively about contemporary debates within the Communication discipline in a persuasive and engaging manner, using evidence and examples to support arguments.

Program Learning Goal 3 (PLG3): Graduates will have a knowledge of the employ communication theories, perspectives, principles, and concepts

PLO 3.1: Explain and critique Communication theories, perspectives, principles, and concepts;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation

Knowledge of Communication Theories	Demonstrates limited knowledge of major communication theories, perspectives, principles, and concepts.	Demonstrates basic knowledge of major communication theories, perspectives, principles, and concepts.	Demonstrates a comprehensive understanding of major communication theories, perspectives, principles, and concepts, including their historical development, key concepts, and applications.
Ability to Explain	Struggles to explain communication theories, perspectives, principles, and concepts in a clear and concise manner.	Explains communication theories, perspectives, principles, and concepts in a clear and concise manner.	Explains communication theories, perspectives, principles, and concepts in a persuasive and engaging manner, using examples and illustrations to support arguments
Critical Analysis	Lacks critical analysis of communication theories, perspectives, principles, and concepts.	Demonstrates basic critical analysis of communication theories, perspectives, principles, and concepts.	Demonstrates a high level of critical analysis of communication theories, perspectives, principles, and concepts, evaluating their strengths, weaknesses, and applicability to different contexts.
Application of Knowledge	Struggles to apply communication theories, perspectives, principles, and concepts to real-world situations.	Demonstrates basic ability to apply communication theories, perspectives, principles, and concepts to real-world situations.	Demonstrates a strong ability to apply communication theories, perspectives, principles, and concepts to real-world situations, effectively using them to analyze and solve communication problems.

PLO 3.2: Apply Communication theories, perspectives, principles, and concepts to real-world problem

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation

Knowledge of Communication Theories	Demonstrates limited knowledge of major communication theories, perspectives, principles, and concepts.	Demonstrates basic knowledge of major communication theories, perspectives, principles, and concepts.	Demonstrates a comprehensive understanding of major communication theories, perspectives, principles, and concepts, including their historical development, key concepts, and applications.
Ability to Apply	Struggles to apply communication theories, perspectives, principles, and concepts to real-world problems.	Applies communication theories, perspectives, principles, and concepts to real-world problems in a basic way.	Applies communication theories, perspectives, principles, and concepts to real-world problems in a creative and insightful way, demonstrating a deep understanding of their relevance and implications.
Critical Analysis	Lacks critical analysis in applying communication theories, perspectives, principles, and concepts to real-world problems.	Demonstrates basic critical analysis in applying communication theories, perspectives, principles, and concepts to real-world problems.	Demonstrates a high level of critical analysis in applying communication theories, perspectives, principles, and concepts to real-world problems, evaluating the effectiveness of different approaches and strategies.
Communication Skills	Struggles to communicate effectively about the application of communication theories, perspectives, principles, and concepts to real-world problems.	Communicates effectively about the application of communication theories, perspectives, principles, and concepts to real-world problems in a clear and concise manner.	Communicates effectively about the application of communication theories, perspectives, principles, and concepts to real-world problems in a persuasive and engaging manner, using evidence and examples to support arguments.

Program Learning Goal 4 (PLG4): Graduates engage in communication inquiry Interpret Communication scholarship:

PLO 4.1: Evaluate existing Communication scholarship;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Communication Scholarship	Demonstrates limited understanding of communication scholarship.	Demonstrates basic understanding of communication scholarship, including key theories, perspectives, and research methods.	Demonstrates a comprehensive understanding of communication scholarship, including its historical development, current trends, and diverse methodologies.
Ability to Interpret	Struggles to interpret communication scholarship.	Interprets communication scholarship in a basic way, identifying key arguments and findings.	Interprets communication scholarship in a critical and insightful manner, evaluating the strengths, weaknesses, and implications of different studies.
Critical Analysis	Lacks critical analysis of communication scholarship.	Demonstrates basic critical analysis of communication scholarship.	Demonstrates a high level of critical analysis of communication scholarship, evaluating the research methods, validity of findings, and contribution to the field.
Communication Skills	Struggles to communicate effectively about communication scholarship.	Communicates effectively about communication scholarship in a clear and concise manner.	Communicates effectively about communication scholarship in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 4.2: Formulate questions appropriate for Communication scholarship and contribute to scholarly conversations appropriate to an undergraduate level of scholarship;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Knowledge of Communication Scholarship	Demonstrates limited knowledge of communication scholarship.	Demonstrates basic knowledge of communication scholarship, including key theories, perspectives, and research methods.	Demonstrates a comprehensive understanding of communication scholarship, including its historical development, current trends, and diverse methodologies.
Ability to Formulate Questions	Struggles to formulate questions appropriate for communication scholarship.	Formulates basic questions appropriate for communication scholarship.	Formulates insightful and thought-provoking questions appropriate for communication scholarship that contribute to scholarly conversations.
Critical Analysis	Lacks critical analysis in formulating questions appropriate for communication scholarship.	Demonstrates basic critical analysis in formulating questions appropriate for communication scholarship.	Demonstrates a high level of critical analysis in formulating questions appropriate for communication scholarship, considering the implications and significance of the questions.
Communication Skills	Struggles to communicate effectively about communication scholarship and contribute to scholarly conversations.	Communicates effectively about communication scholarship and contributes to scholarly conversations in a clear and concise manner.	Communicates effectively about communication scholarship and contributes to scholarly conversations in a persuasive and engaging manner, using evidence and examples to support arguments.

Program Learning Goal 5 (PLG5): Graduates create messages appropriate to the audience, purpose, and context

PLO 5.1: Select creative and appropriate modalities and technologies to accomplish communicative goals;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Knowledge of Communication Modalities and Technologies	Demonstrates limited knowledge of communication modalities and technologies.	Demonstrates basic knowledge of communication modalities and technologies.	Demonstrates a comprehensive understanding of communication modalities and technologies, including their strengths, weaknesses, and applications.
Ability to Select	Struggles to select appropriate communication modalities and technologies to achieve communicative goals.	Selects appropriate communication modalities and technologies to achieve communicative goals, but may make some errors or omissions.	Selects the most effective communication modalities and technologies to achieve communicative goals, demonstrating a deep understanding of their audience, purpose, and context.
Creativity	Lacks creativity in selecting communication modalities and technologies.	Demonstrates basic creativity in selecting communication modalities and technologies.	Demonstrates a high level of creativity in selecting communication modalities and technologies, exploring innovative and original approaches.
Critical Analysis	Lacks critical analysis in selecting communication modalities and technologies.	Demonstrates basic critical analysis in selecting communication modalities and technologies.	Demonstrates a high level of critical analysis in selecting communication modalities and technologies, evaluating the effectiveness of different options and considering their potential impact.

PLO 5.2: Adapt messages to the diverse needs of individuals, groups and contexts;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Audience Analysis	Demonstrates limited understanding of audience analysis techniques.	Demonstrates basic understanding of audience analysis techniques, including demographics, psychographics, and needs assessment.	Demonstrates a comprehensive understanding of audience analysis techniques, including their strengths, weaknesses, and applications in various contexts.
Ability to Adapt Messages	Struggles to adapt messages to the diverse needs of individuals, groups, and contexts.	Adapts messages to the diverse needs of individuals, groups, and contexts in a basic way.	Adapts messages to the diverse needs of individuals, groups, and contexts in a creative and insightful way, demonstrating a deep understanding of cultural, social, and situational factors.
Cultural Sensitivity	Lacks cultural sensitivity in adapting messages.	Demonstrates basic cultural sensitivity in adapting messages.	Demonstrates a high level of cultural sensitivity in adapting messages, considering cultural norms, values, and beliefs.
Communication Skills	Struggles to communicate effectively when adapting messages to diverse audiences.	Communicates effectively when adapting messages to diverse audiences, but may lack clarity or conciseness.	Communicates effectively when adapting messages to diverse audiences, demonstrating a high level of flexibility and adaptability.

PLO 5.3: Create messages in multiple communication modalities and contexts;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Knowledge of Communication Modalities	Demonstrates limited knowledge of communication modalities.	Demonstrates basic knowledge of communication modalities, such as written, oral, visual, and digital communication.	Demonstrates a comprehensive understanding of communication modalities, including their strengths, weaknesses, and applications in different contexts.
Ability to Create Messages	Struggles to create messages in multiple communication modalities.	Creates messages in multiple communication modalities, but may lack clarity or effectiveness in some formats.	Creates messages in multiple communication modalities that are clear, concise, and effective in conveying the intended message.
Adaptability	Struggles to adapt messages to different communication contexts.	Adapts messages to different communication contexts, but may make some errors or omissions.	Adapts messages to different communication contexts with ease, demonstrating a deep understanding of cultural, social, and situational factors.

PLO 5.4: Adjust messages while in the process of communicating;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Awareness of Context.	Lacks awareness of context and how it affects communication.	Demonstrates basic awareness of context and how it affects communication.	Demonstrates a strong awareness of context and how it affects communication, including cultural, social, and situational factors

Ability to Adjust	Struggles to adjust messages while in the process of communicating.	Adjusts messages while in the process of communicating, but may make some errors or omissions..	Adjusts messages effectively while in the process of communicating, demonstrating a high level of adaptability and responsiveness
Critical Thinking	Lacks critical thinking skills to evaluate the effectiveness of messages and make adjustments.	Demonstrates basic critical thinking skills to evaluate the effectiveness of messages and make adjustments	Demonstrates strong critical thinking skills to evaluate the effectiveness of messages and make adjustments, considering audience feedback and situational factors.
Communication Skills	Struggles to communicate effectively while adjusting messages.	Communicates effectively while adjusting messages, but may lack clarity or conciseness.	Communicates effectively while adjusting messages, demonstrating a high level of flexibility and adaptability.

PLO 5.5: Critically reflect on one's own messages after the communication event.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Self-Awareness	Lacks self-awareness of one's own messages and their effectiveness.	Demonstrates basic self-awareness of one's own messages and their effectiveness.	Demonstrates a high level of self-awareness of one's own messages and their effectiveness, including strengths, weaknesses, and areas for improvement.
Critical Reflection	Lacks critical reflection on one's own messages after the communication event.	Demonstrates basic critical reflection on one's own messages after the communication event.	Demonstrates a high level of critical reflection on one's own messages after the communication event, evaluating their effectiveness, identifying areas for improvement, and

			learning from the experience.
Communication Skills	Struggles to communicate effectively about one's own messages and their effectiveness.	Communicates effectively about one's own messages and their effectiveness in a clear and concise manner.	Communicates effectively about one's own messages and their effectiveness in a persuasive and engaging manner, using evidence and examples to support arguments.
Learning and Growth	Lacks evidence of learning and growth from reflecting on one's own messages.	Demonstrates basic evidence of learning and growth from reflecting on one's own messages.	Demonstrates significant evidence of learning and growth from reflecting on one's own messages, identifying areas for improvement and making changes to future communication strategies.

Program Learning Goal 6 (PLG6): Graduates critically analyze messages

PLO 6.1: Identify meanings embedded in messages;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Communication Theory	Demonstrates limited understanding of communication theory relevant to message analysis.	Demonstrates basic understanding of communication theory relevant to message analysis.	Demonstrates a comprehensive understanding of communication theory relevant to message analysis, including semiotics, critical theory, and other relevant frameworks.

Ability to Identify Meanings	Struggles to identify meanings embedded in messages.	Identifies some meanings embedded in messages, but may overlook or misinterpret others.	Accurately identifies the multiple meanings embedded in messages, considering both denotative and connotative levels of meaning.
Critical Analysis	Lacks critical analysis of messages.	Demonstrates basic critical analysis of messages, identifying some strengths and weaknesses.	Demonstrates a high level of critical analysis of messages, evaluating their effectiveness, persuasiveness, and potential impact.
Communication Skills	Struggles to communicate effectively about the meanings embedded in messages.	Communicates effectively about the meanings embedded in messages in a clear and concise manner.	Communicates effectively about the meanings embedded in messages in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 6.2: Recognize the influence of messages;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Media Effects	Demonstrates limited understanding of media effects theories.	Demonstrates basic understanding of media effects theories, including cultivation theory, agenda-setting theory, and uses and gratifications theory.	Demonstrates a comprehensive understanding of media effects theories, including their strengths, weaknesses, and applications to various types of messages.
Ability to Recognize Influence	Struggles to recognize the influence of messages on individuals and society.	Recognizes some of the ways in which messages influence individuals and society, but may overlook certain factors.	Accurately recognizes the influence of messages on individuals and society, considering the role of factors such as audience characteristics,

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
			message content, and context.
Critical Analysis	Lacks critical analysis of the influence of messages.	Demonstrates basic critical analysis of the influence of messages.	Demonstrates a high level of critical analysis of the influence of messages, evaluating the potential consequences and implications of different types of messages.

PLO 6.3: Engage in active listening;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Active Listening Skills	Lacks active listening skills, such as maintaining eye contact, nodding, and providing verbal and nonverbal cues.	Demonstrates basic active listening skills, including maintaining eye contact and nodding.	Demonstrates strong active listening skills, including maintaining eye contact, nodding, providing verbal and nonverbal cues, and paraphrasing the speaker's message.
Empathy	Lacks empathy and understanding of the speaker's perspective.	Demonstrates basic empathy and understanding of the speaker's perspective.	Demonstrates a high level of empathy and understanding of the speaker's perspective, actively seeking to understand their emotions and motivations.
Effective Questioning	Struggles to ask effective questions to clarify and deepen understanding.	Asks basic questions to clarify and deepen understanding.	Asks insightful and thought-provoking questions to clarify and deepen understanding, demonstrating a high level of critical thinking.

Communication Skills	Struggles to communicate effectively while actively listening.	Communicates effectively while actively listening, but may lack clarity or conciseness.	Communicates effectively while actively listening, demonstrating a high level of flexibility and adaptability.

PLO 6.4: Respond to messages clearly and appropriately.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Message Context	Lacks understanding of the context of the message.	Demonstrates basic understanding of the context of the message.	Demonstrates a comprehensive understanding of the context of the message, including the sender, receiver, purpose, and cultural factors.
Clarity and Conciseness	Struggles to respond to messages clearly and concisely.	Responds to messages clearly and concisely, but may lack specificity or focus.	Responds to messages clearly, concisely, and effectively, conveying the intended message in a way that is easy to understand
Appropriateness	Responds to messages in an inappropriate or insensitive manner.	Responds to messages in a generally appropriate manner, but may make some errors in judgment.	Responds to messages in a highly appropriate manner, considering the cultural, social, and situational context of the communication.
Communication Skills	Struggles to communicate effectively in responding to messages.	Communicates effectively in responding to messages, but may lack clarity or conciseness.	Communicates effectively in responding to messages, demonstrating a high level of flexibility and adaptability.

Program Learning Goal 7 (PLG7): Graduates demonstrate the ability to accomplish communicative goals (self-efficacy)

PLO 7.1: Identify contexts, situations and barriers that impede communication self-efficacy;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Communication Self-Efficacy	Demonstrates limited understanding of	Demonstrates basic understanding of communication self-efficacy, including	Demonstrates a comprehensive understanding of communication self-

		its role in communication success.	efficacy, including its theoretical underpinnings, measurement, and factors that influence it.
Ability to Identify	Struggles to identify contexts, situations, and barriers that impede communication self-efficacy.	Identifies some contexts, situations, and barriers that impede communication self-efficacy.	Accurately identifies a variety of contexts, situations, and barriers that impede communication self-efficacy, demonstrating a deep understanding of their impact.
Critical Analysis	Lacks critical analysis of the factors that impede communication self-efficacy.	Demonstrates basic critical analysis of the factors that impede communication self-efficacy.	Demonstrates a high level of critical analysis of the factors that impede communication self-efficacy, evaluating their significance and implications for effective communication.
Communication Skills	Struggles to communicate effectively about the factors that impede communication self-efficacy.	Communicates effectively about the factors that impede communication self-efficacy in a clear and concise manner.	Communicates effectively about the factors that impede communication self-efficacy in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 7.2: Perform verbal and nonverbal communication behaviors that illustrate self-efficacy;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Self-Efficacy Behaviors	Demonstrates limited self-efficacy behaviors in verbal and nonverbal communication.	Demonstrates basic self-efficacy behaviors in verbal and nonverbal communication, such as maintaining eye contact, using a confident tone of voice, and projecting a	Demonstrates strong self-efficacy behaviors in verbal and nonverbal communication, consistently projecting confidence, assertiveness, and enthusiasm.

Criterion			
		positive body language.	
Verbal Communication	Struggles to use effective verbal communication to convey self-efficacy.	Uses effective verbal communication to convey self-efficacy, but may lack clarity or persuasiveness.	Uses effective verbal communication to convey self-efficacy in a persuasive and engaging manner, using clear language, appropriate tone, and strong arguments.
Nonverbal Communication	Lacks effective nonverbal communication behaviors that illustrate self-efficacy.	Demonstrates basic nonverbal communication behaviors that illustrate self-efficacy, such as maintaining eye contact and using open body language.	Demonstrates strong nonverbal communication behaviors that illustrate self-efficacy, including confident posture, gestures, and facial expressions.
Adaptability	Struggles to adapt verbal and nonverbal communication behaviors to different situations and audiences.	Adapts verbal and nonverbal communication behaviors to different situations and audiences, but may make some errors or omissions.	Adapts verbal and nonverbal communication behaviors to different situations and audiences with ease, demonstrating a high level of flexibility and adaptability.

PLO 7.3: Articulate personal beliefs about abilities to accomplish communication goals;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Self-Awareness	Lacks self-awareness of personal beliefs about abilities to accomplish communication goals.	Demonstrates basic self-awareness of personal beliefs about abilities to accomplish communication goals.	Demonstrates a high level of self-awareness of personal beliefs about abilities to accomplish communication goals, including strengths, weaknesses, and areas for improvement.

Articulation	Struggles to articulate personal beliefs about abilities to accomplish communication goals.	Articulates personal beliefs about abilities to accomplish communication goals in a clear and concise manner.	Articulates personal beliefs about abilities to accomplish communication goals in a persuasive and engaging manner, using evidence and examples to support arguments.
Reflection.	Lacks reflection on personal beliefs about abilities to accomplish communication goals.	Demonstrates basic reflection on personal beliefs about abilities to accomplish communication goals.	Demonstrates a high level of reflection on personal beliefs about abilities to accomplish communication goals, considering how these beliefs may influence communication behaviors and outcomes
Growth Mindset	Lacks a growth mindset and believes that communication abilities are fixed.	Demonstrates a basic growth mindset, recognizing that communication abilities can be developed and improved.	Demonstrates a strong growth mindset, believing that communication abilities can be continuously developed and improved through effort and practice.

PLO 7.4: Evaluate personal communication strengths and weaknesses.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Self-Assessment	Lacks self-awareness of personal communication strengths and weaknesses.	Demonstrates basic self-awareness of personal communication strengths and weaknesses.	Demonstrates a high level of self-awareness of personal communication strengths and weaknesses, identifying specific areas for improvement.

Critical Analysis	Lacks critical analysis of personal communication strengths and weaknesses.	Demonstrates basic critical analysis of personal communication strengths and weaknesses.	Demonstrates a high level of critical analysis of personal communication strengths and weaknesses, considering their impact on communication effectiveness.
Action Planning	Struggles to develop action plans to address communication weaknesses.	Develops basic action plans to address communication weaknesses.	Develops comprehensive action plans to address communication weaknesses, including specific goals, strategies, and timelines.
Communication Skills	Struggles to communicate effectively about personal communication strengths and weaknesses.	Communicates effectively about personal communication strengths and weaknesses in a clear and concise manner.	Communicates effectively about personal communication strengths and weaknesses in a persuasive and engaging manner, using evidence and examples to support arguments.

Program Learning Goal 8 (PLG8): Graduates apply ethical communication principles and practices

PLO 8.1: Identify ethical perspectives and their relevance to communication practice;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Ethical Perspectives	Demonstrates limited understanding of ethical perspectives relevant to communication practice.	Demonstrates basic understanding of ethical perspectives relevant to communication practice, such as utilitarianism, deontology, and virtue ethics.	Demonstrates a comprehensive understanding of ethical perspectives relevant to communication practice, including their historical development, key concepts, and applications.

Ability to Identify	Struggles to identify ethical perspectives relevant to specific communication situations.	Identifies some ethical perspectives relevant to specific communication situations.	Accurately identifies the most relevant ethical perspectives for a given communication situation, considering the stakeholders, potential consequences, and cultural context.
Critical Analysis	Lacks critical analysis of ethical perspectives and their relevance to communication practice.	Demonstrates basic critical analysis of ethical perspectives and their relevance to communication practice.	Demonstrates a high level of critical analysis of ethical perspectives and their relevance to communication practice, evaluating their strengths, weaknesses, and implications for ethical decision-making.
Communication Skills	Struggles to communicate effectively about ethical perspectives and their relevance to communication practice.	Communicates effectively about ethical perspectives and their relevance to communication practice in a clear and concise manner.	Communicates effectively about ethical perspectives and their relevance to communication practice in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 8.2: Explain the relevance of various ethical perspectives to communication practice;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Ethical Perspectives	Demonstrates limited understanding of ethical perspectives relevant to communication practice.	Demonstrates basic understanding of ethical perspectives relevant to communication practice, such as utilitarianism, deontology, and virtue ethics.	Demonstrates a comprehensive understanding of ethical perspectives relevant to communication practice, including their historical development, key concepts, and applications.
Ability to Explain	Struggles to explain the relevance of various ethical perspectives to	Explains the relevance of various ethical perspectives to communication practice in a basic way.	Explains the relevance of various ethical perspectives to communication practice in a persuasive

Criterion			
	communication practice.		and engaging manner, using examples and illustrations to support arguments.
Critical Analysis.	Lacks critical analysis of the relevance of various ethical perspectives to communication practice.	Demonstrates basic critical analysis of the relevance of various ethical perspectives to communication practice.	Demonstrates a high level of critical analysis of the relevance of various ethical perspectives to communication practice, evaluating their strengths, weaknesses, and implications for ethical decision-making
Communication Skills	Struggles to communicate effectively about the relevance of various ethical perspectives to communication practice.	Communicates effectively about the relevance of various ethical perspectives to communication practice in a clear and concise manner.	Communicates effectively about the relevance of various ethical perspectives to communication practice in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 8.3: Evaluate and articulate the ethical elements of a communication situation;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Ethical Principles	Demonstrates limited understanding of ethical principles relevant to communication.	Demonstrates basic understanding of ethical principles relevant to communication, such as honesty, fairness, and respect.	Demonstrates a comprehensive understanding of ethical principles relevant to communication, including their historical development, key concepts, and applications.
Ability to Evaluate	Struggles to evaluate the ethical elements of a communication situation.	Identifies some of the ethical elements of a communication situation.	Accurately identifies the key ethical elements of a communication situation, considering the stakeholders, potential consequences, and cultural context.

Critical Analysis	Lacks critical analysis of the ethical elements of a communication situation.	Demonstrates basic critical analysis of the ethical elements of a communication situation.	Demonstrates a high level of critical analysis of the ethical elements of a communication situation, evaluating the strengths and weaknesses of different ethical approaches.
Communication Skills	Struggles to communicate effectively about the ethical elements of a communication situation.	Communicates effectively about the ethical elements of a communication situation in a clear and concise manner.	Communicates effectively about the ethical elements of a communication situation in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 8.4: Choose to communicate with ethical intention;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Ethical Awareness	Lacks awareness of ethical considerations in communication.	Demonstrates basic awareness of ethical considerations in communication.	Demonstrates a high level of ethical awareness, considering the potential consequences of communication on individuals, groups, and society.
Ethical Decision-Making	Struggles to make ethical decisions in communication situations..	Makes ethical decisions in communication situations, but may make some errors in judgment.	Consistently makes ethical decisions in communication situations, demonstrating a strong commitment to ethical principles
Reflection	Lacks reflection on ethical choices in communication.	Demonstrates basic reflection on ethical choices in communication.	Demonstrates a high level of reflection on ethical choices in communication, evaluating the consequences of different decisions and learning from mistakes.

Communication Skills	Struggles to communicate effectively in an ethical manner.	Communicates effectively in an ethical manner, but may make some errors in judgment.	Communicates effectively in an ethical manner, consistently demonstrating respect, honesty, and fairness in communication.

Program Learning Goal 9 (PLG9): Graduates utilize communication to embrace difference

PLO 9.1: Articulate the connection between communication and culture;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Cultural Influences	Demonstrates limited understanding of how culture influences communication.	Demonstrates basic understanding of how culture influences communication, including cultural values, beliefs, and norms.	Demonstrates a comprehensive understanding of how culture influences communication, including the role of language, nonverbal cues, and communication styles.
Ability to Articulate	Struggles to articulate the connection between communication and culture.	Articulates the connection between communication and culture in a clear and concise manner.	Articulates the connection between communication and culture in a persuasive and engaging manner, using evidence and examples to support arguments.
Critical Analysis	Lacks critical analysis of the connection between communication and culture.	Demonstrates basic critical analysis of the connection between communication and culture.	Demonstrates a high level of critical analysis of the connection between communication and culture, evaluating the impact of cultural differences on communication outcomes.

Communication Skills	Struggles to communicate effectively about the connection between communication and culture.	Communicates effectively about the connection between communication and culture in a clear and concise manner.	Communicates effectively about the connection between communication and culture in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 9.2: Recognize individual and cultural similarities and differences and the ways they influence communication;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Cultural Differences	Demonstrates limited understanding of cultural differences and their impact on communication. styles.	Demonstrates basic understanding of cultural differences and their impact on communication, including cultural values, beliefs, and norms.	Demonstrates a comprehensive understanding of cultural differences and their impact on communication, including the role of language, nonverbal cues, and communication
Ability to Recognize	Struggles to recognize individual and cultural similarities and differences.	Recognizes some individual and cultural similarities and differences, but may overlook others.	Accurately recognizes individual and cultural similarities and differences, demonstrating a deep understanding of their impact on communication.
Critical Analysis	Lacks critical analysis of the ways in which individual and cultural similarities and differences influence communication.	Demonstrates basic critical analysis of the ways in which individual and cultural similarities and differences influence communication.	Demonstrates a high level of critical analysis of the ways in which individual and cultural similarities and differences influence communication, evaluating the potential consequences of cultural

Communication Skills	Struggles to communicate effectively about individual and cultural similarities and differences and their impact on communication.	Communicates effectively about individual and cultural similarities and differences and their impact on communication in a clear and concise manner.	Communicates effectively about individual and cultural similarities and differences and their impact on communication in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 9.3: Adapt one's communication in diverse cultural contexts.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Cultural Differences	Demonstrates limited understanding of cultural differences and their impact on communication.	Demonstrates basic understanding of cultural differences and their impact on communication, including cultural values, beliefs, and norms.	Demonstrates a comprehensive understanding of cultural differences and their impact on communication, including the role of language, nonverbal cues, and communication styles.

Program Learning Goal 10 (PLG10): Graduates influence public discourse
PLO 10.1: Explain the importance of communication in civic life;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Ability to Adapt	Struggles to adapt communication to diverse cultural contexts.	Adapts communication to diverse cultural contexts in a basic way, but may make some errors or omissions.	Adapts communication to diverse cultural contexts effectively, demonstrating a high level of cultural sensitivity and flexibility.
Critical Analysis	Lacks critical analysis of the ways in which communication can be adapted to diverse cultural contexts.	Demonstrates basic critical analysis of the ways in which communication can be adapted to diverse cultural contexts.	Demonstrates a high level of critical analysis of the ways in which communication can be adapted to diverse cultural contexts, evaluating the

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
			effectiveness of different strategies.
Communication Skills	Struggles to communicate effectively in diverse cultural contexts.	Communicates effectively in diverse cultural contexts, but may make some errors or omissions.	Communicates effectively in diverse cultural contexts, demonstrating a high level of cultural sensitivity and adaptability.

PLO 10.2: Identify the challenges facing communities and the role of communication in resolving those challenges;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Community Challenges	Demonstrates limited understanding of the challenges facing communities.	Demonstrates basic understanding of the challenges facing communities, such as poverty, inequality, and environmental issues.	Demonstrates a comprehensive understanding of the challenges facing communities, including their root causes, interconnections, and potential solutions.
Ability to Identify	Struggles to identify the role of communication in resolving community challenges.	Identifies some of the ways in which communication can play a role in resolving community challenges.	Accurately identifies the key role of communication in resolving community challenges, considering the importance of effective communication for building consensus, mobilizing resources, and implementing solutions.
Critical Analysis	Lacks critical analysis of the role of communication in resolving community challenges.	Demonstrates basic critical analysis of the role of communication in resolving community challenges.	Demonstrates a high level of critical analysis of the role of communication in resolving community challenges, evaluating the effectiveness of different communication strategies and approaches.

Communication Skills	Struggles to communicate effectively about the challenges facing communities and the role of communication in resolving those challenges.	Communicates effectively about the challenges facing communities and the role of communication in resolving those challenges in a clear and concise manner.	Communicates effectively about the challenges facing communities and the role of communication in resolving those challenges in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 10.3: Frame and evaluate local, national and/or global issues from a Communication perspective;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Communication Theory	Demonstrates limited understanding of communication theory relevant to analyzing societal issues.	Demonstrates basic understanding of communication theory relevant to analyzing societal issues, such as media effects theory, agenda-setting theory, and framing theory.	Demonstrates a comprehensive understanding of communication theory relevant to analyzing societal issues, including their historical development, key concepts, and applications.
Ability to Frame	Struggles to frame local, national, and/or global issues from a communication perspective.	Frames local, national, and/or global issues from a communication perspective in a basic way.	Frames local, national, and/or global issues from a communication perspective in a creative and insightful way, considering the role of media, discourse, and public opinion.
Critical Analysis	Lacks critical analysis of local, national, and/or global issues from a communication perspective.	Demonstrates basic critical analysis of local, national, and/or global issues from a communication perspective.	Demonstrates a high level of critical analysis of local, national, and/or global issues from a communication perspective, evaluating the effectiveness of different communication strategies and approaches.

Communication Skills	Struggles to communicate effectively about local, national, and/or global issues from a communication perspective.	Communicates effectively about local, national, and/or global issues from a communication perspective in a clear and concise manner.	Communicates effectively about local, national, and/or global issues from a communication perspective in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 10.4: Utilize communication to respond to issues at the local, national, and/or global level;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Communication Strategies	Demonstrates limited understanding of communication strategies for addressing societal issues..	Demonstrates basic understanding of communication strategies for addressing societal issues, such as public relations, advocacy, and social media campaigns.	Demonstrates a comprehensive understanding of communication strategies for addressing societal issues, including their strengths, weaknesses, and applications in different contexts
Ability to Utilize .	Struggles to utilize communication to respond to issues at the local, national, and/or global level.	Utilizes communication to respond to issues at the local, national, and/or global level in a basic way.	Utilizes communication effectively to respond to issues at the local, national, and/or global level, demonstrating a high level of strategic thinking and creativity
Critical Analysis	Lacks critical analysis of the role of communication in addressing societal issues.	Demonstrates basic critical analysis of the role of communication in addressing societal issues.	Demonstrates a high level of critical analysis of the role of communication in addressing societal issues, evaluating the effectiveness of different communication strategies and approaches.

Communication Skills	Struggles to communicate effectively about societal issues and the role of communication in addressing them.	Communicates effectively about societal issues and the role of communication in addressing them in a clear and concise manner.	Communicates effectively about societal issues and the role of communication in addressing them in a persuasive and engaging manner, using evidence and examples to support arguments.

PLO 10.5: Advocate a course of action to address local, national and/or global issues from a Communication perspective;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understanding of Societal Issues	Demonstrates limited understanding of societal issues at the local, national, and/or global level.	Demonstrates basic understanding of societal issues at the local, national, and/or global level.	Demonstrates a comprehensive understanding of societal issues at the local, national, and/or global level, including their root causes, interconnections, and potential solutions.
Ability to Advocate	Struggles to advocate for a course of action to address societal issues from a communication perspective.	Advocates for a course of action to address societal issues from a communication perspective, but may lack clarity or persuasiveness.	Advocates for a course of action to address societal issues from a communication perspective in a persuasive and engaging manner, using evidence and examples to support arguments.
Critical Analysis	Lacks critical analysis of the potential effectiveness of different courses of action to address societal issues.	Demonstrates basic critical analysis of the potential effectiveness of different courses of action to address societal issues.	Demonstrates a high level of critical analysis of the potential effectiveness of different courses of action to address societal issues, considering the strengths, weaknesses, and implications of each option.

Communication Skills	Struggles to communicate effectively about societal issues and the role of communication in addressing them.	Communicates effectively about societal issues and the role of communication in addressing them in a clear and concise manner.	Communicates effectively about societal issues and the role of communication in addressing them in a persuasive and engaging manner, using evidence and examples to support arguments.

Communication Skills | Communicates effectively about | Communicates effectively about societal issues and the