

Journalism and Sports Production Program - Student Learning Outcomes and Curriculum Map

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Student Learning Outcomes

The journalism program is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and our program-wide student learning outcomes are based on the 10 professional values and competencies specified by that body.

All graduates of the Auburn University journalism program should be able to:

1. apply the principles and laws of freedom of speech and press, in a global context, and for the United States
2. demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
3. demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
4. present images and information effectively and creatively, using appropriate tools and technologies;
5. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
8. effectively and correctly apply basic numerical and statistical concepts;
9. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
10. apply tools and technologies appropriate for the communications professions in which they work.

Curriculum Map

The curriculum map on the following page identifies which of the 10 program-wide student learning outcomes are covered in each Journalism (JRNL), Sports Production (JRSP), and required Communication and Journalism (CMJN) course. It also indicates the depth of coverage in each class; Introduction, Reinforcement, or Mastery.

