

Program Level Outcome Assessment Plan

Department: Journalism (JOUR)

Division: Language Arts

Program/Certificate/Degree: Journalism AA

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Instructions: For each program level outcome in this program indicate in which year you will collect course assessment data. To facilitate this, if using embedded assessments, list courses to assess for assessment of this PLO. During a five-year period, it is assumed that all outcomes will have been assessed. Comprehensive Review is scheduled for Spring 2014.

Name as DEPT_PLO_ProgramName.xls Submit as e-mail attachment to outcomes@deanza.edu

Program Level Outcome Assessment Plan					
2010-11					
Program Level Outcomes	Courses to be assessed (e.g. PE21, PE22)	2010-11	2011-12	2012-13	2013-14
Students will demonstrate competency in the basics of journalistic writing, including grammar, punctuation, story structure and journalistic styles.	JOUR 21A	x	x	x	x
Students will attain competency in research, information gathering and critical analysis of information using techniques such as observation, researching sources and interviewing.	JOUR 21B	x	x	x	x
Students will compile a portfolio of print, electronic and/or multimedia projects that tell journalistic stories.	JOUR 61	x	x	x	x
Students will develop media literacy skills enabling them to explain the communication process and detect media bias.	JOUR 2	x	x	x	x
Students will summarize steps appropriate to gain employment in a mass communications industry.	JOUR 2, JOUR 78	x	x	x	x