

COURSE-LEVELING MATRIX

(what students should gain after passing the class)

COM COURSES	Write clearly/effectively	Employ tools/tech ethically	Anchor content in theory	Apply research and analysis	Creative, critical thinking	Develop inclusive climate	Articulate historical and legal principles	Direct Measure	Indirect Measure
Cross Required									
COM 200 INTRO TO MASS COMM	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview
COM 320 VIDEO PROD AND EDITING	REINFORCE	INTRODUCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 358 Comm Theory	MASTER	REINFORCE	MASTER	MASTER	MASTER	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 380 Media Law	MASTER	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	MASTER	Performance on specific assignment	Senior Exit Interview
COM 395 Media Ethics	REINFORCE	INTRODUCE	REINFORCE	REINFORCE	REINFORCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview
COM 412 Digital Media Analytics	REINFORCE	MASTER	REINFORCE	MASTER	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 415 Mass Comm Research	REINFORCE	REINFORCE	MASTER	MASTER	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 491 INTERNSHIP	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	Performance on specific assignment	Senior Exit Interview
Digital Journalism									
COM 315 INTRO TO NEWS	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview

COM 317 EDITING	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview
COM 410 MEDIA FEATURES	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 420 ADVANCED REPORTING	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	Senior capstone project.	Senior Exit Interview
COM 445 MEDIA MANAGEMENT	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
Digital Media Production									
COM 205 INTRO TO BROADCAST WRITING	INTRODUCE	REINFORCE	INTRODUCE	INTRODUCE	REINFORCE	REINFORCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview
COM 301 INTRO TO TV PROD	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview
COM 302 INTRO TO AUDIO PROD	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 445 MEDIA MANAGEMENT	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 470 ADVANCED ELECTRONIC NEWS	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	Senior capstone project.	Senior Exit Interview
Public Relations & Advertising									
COM 304 INTRO TO ADVERTISING	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview

COM 330 INTRO TO PR	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	Performance on specific assignment	Senior Exit Interview
COM 340 PR WRITING	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 400 PR & AD AND CASE STUDIES	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 430 STRATEGIC MEDIA WRITING	MASTER	MASTER	REINFORCE	REINFORCE	MASTER	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 440 CAMPAIGN MANAGEMENT	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	Senior capstone campaign book; client feedback	Senior Exit Interview
Media Workshop									
COM 360 NEWS PUBLISHING	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 361 RADIO BROADCASTING	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 362 PUBLIC RELATIONS & ADVERTISING	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 363 VIDEO NEWS	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 364 SPORTS MEDIA PRODUCTION	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview
COM 365 MULTIMEDIA PRODUCTION	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	Performance on specific assignment	Senior Exit Interview

INTRODUCE = BEGINNER OR ENTRY-LEVEL

REINFORCE = INTERMEDIATE LEVEL

MASTER = INDUSTRY-READY LEVEL

NOTES:

- Introductory courses should be set to the introduce standard because of the entry-level practices of the content.
- All cross courses may alternate between the reinforced and master standards based on the specialized areas of the content.
- All capstone courses should be set to the master standard because of the industry-readiness practices of the content.
- Every course should have a direct and indirect measurement.