

A curriculum map is a simple matrix that illustrates the relationship between departmental learning goals and the department’s curriculum. A map provides an opportunity to consider how the curriculum contributes to learning goals, to identify gaps that may exist in the curriculum or courses that do not correspond to any learning goal. Curriculum maps provide immediate evidence that can be used to implement – and report on – continuous improvement efforts, such as modifying learning goals, identifying high-priority assessment projects, or discussing changes to your curriculum. To use the following mapping template, modify the number and content of the columns to reflect your department’s learning goals and list courses in the left-hand column.

Faculty name: _____ Composite _____

For departmental assessment purposes, we are mapping our curriculum content to our departmental learning goals. For the most recent offering of each undergraduate course you teach, please indicate *at what level of mastery* the course addresses the outcome using the following scale¹.

I = Introduced R = Reinforced M=Mastery demonstrated

You should not expect that all courses will address all outcomes. Be selective and rate only the learning goals that are intentionally addressed in your course. For learning goals that are addressed minimally or not at all in your course, leave the cell blank.

Courses	Create, present, and advocate ethical messages in a variety of communication forms for diverse audiences	Evaluate message effectiveness and ethics	Analyze how audiences receive, interpret, and react to messages	Apply communication theories and perspectives to specific contexts	Engage in research appropriate to their area of study
COM 107 Communication Experiential Learning	I/I	I/I	I/I		
COM 110 Radio Boot Camp (CAPA)	I	I	I		
COM 111 Improvisation (CAPA)					
COM 113 Photoshop					
COM 114 TV Boot Camp			I	I	
COM 115 Journalism Boot Camp	I				
COM 125 Speech Communication	I/I	I/I	I/I		

¹ Alternative notations: Simply request that an “x” be indicated in the column(s) corresponding to the intended learning goals of a course. A more advanced notation would use the name of key assignments that could provide evidence of learning goals in a particular course.

COURSES	Create, present, and advocate ethical messages in a variety of communication forms for diverse audiences	Evaluate message effectiveness and ethics	Analyze how audiences receive, interpret, and react to messages	Apply communication theories and perspectives to specific contexts	Engage in research appropriate to their area of study
<i>COM 130 Audience Matters</i>	I/I	I/I/I	I/I/I	I/I/I	I
<i>COM 140 Communication, Technology, & Society</i>		I	I/I	I/I	
<i>COM 198 Internship</i>			I		
<i>COM 205 Professional Communication</i>	R	R	R		
<i>COM 208 Interpersonal Communication</i>	I	I	I	I	
<i>COM 209 Interpersonal Relationships & Literature (link)</i>	I	I	I	I	
<i>COM 210 Introduction to Advocacy</i>	I		I	I	
<i>COM 212 Basic Photography (CAPA)</i>					
<i>COM 243 American Media (link)</i>			I	I	
<i>COM 255 Intro to Digital Media</i>	R/I	R/I	R/I	R	I/I
<i>COM 270 Introduction to Integrated Marketing Communication</i>	I	R	R	I	I
<i>COM 298 Internship</i>					
<i>COM 300 Communication Theory</i>		R	R	R	R
<i>COM 301 Intercultural Communication</i>	I	I, R	I, R	I, R	R
<i>COM 302 Visual Storytelling</i>					
<i>COM 303 Crafting the Message</i>	R	R	R	R	
<i>COM 304 Research Methods</i>	R		R	R	I
<i>COM 305 Communication Ethics</i>		R		R	
<i>COM 306 Conflict Negotiation</i>		I, R	I, R	I, R	I, R

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<i>COM 307 Organizational Communication</i>		I, R	I, R	I, R	I, R
<i>COM 308 Small Group Communication & Leadership</i>		R	R	R	
<i>COM 309 Interviewing</i>	I, R	I, R	I, R	I, R	
<i>COM 310 Voices of the Outsider</i>		R	R	R	
<i>COM 311 Campaign Issues and Images</i>		R	R	R	R
<i>COM 312 Narrative & Storytelling</i>	R		R	R	
<i>COM 313 Persuasion</i>	M	R	R	R	R
<i>COM 314 Communication Analysis</i>	R	R	R	R	R
COM 334 Real Lives: Entering the World of Documentary					
<i>COM 335 American Film (link)</i>		R		R	R
<i>COM 336 International Film</i>		R	R	R	R
<i>COM 338 The American Cinema</i>		R	R	R	R
<i>COM 340 Writing Screenplays</i>	I	I	R	I	I
COM 343 Working in Sports Media					
<i>COM 344 Communication in Sales and Marketing</i>	I	R	R	M	R
<i>COM 345 Diversity, Stereotypes and the Media (ISJ)</i>	R	R	R		
COM 348 Editing and Production					
<i>COM 349 Communication Law</i>	R		R	R	
<i>COM 350 Fundamentals of Journalism</i>	I	I			I

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<i>COM 351 Introduction to Journalism: Environmental Focus (link)</i>	I	I			I
<i>COM 360 Media Writing</i>	R/(I/R)	R(I/R)	R (I/R)	R	R
<i>COM 369 Social Media Strategy & Analytics</i>	I	R	M	R	M
COM 371 Web & Interactive Design					
<i>COM 372 Branding</i>	R	R	R	R	
COM 373 Sports Promotion & Fan Engagement					
COM 375 Communicating About Health					
<i>COM 398 Internship</i>	R		R		
<i>CO399 Seminar/Special Topics in Communication</i>					
<i>COM 400 Social Media Advocacy</i>	M	R	R	R	M
COM 402 Leadership & Communication					
<i>COM 404 Detecting Bunk</i>	M	M	R		R
<i>COM 442 Audio Storytelling & Podcasting</i>	M	M	M	M	R,M
<i>COM 455 Mass Media Theory</i>		M	M	M	M
<i>COM 460 Writing & Producing Documentaries</i>	M	M	M	M	M
<i>COM 460L Writing & Producing Documentaries Lab</i>	M	M	M	M	M
<i>Com 469 Advertising/ Public Relations Seminar</i>	I	M	M	M	M
<i>COM 472 Integrated Marketing Campaigns</i>	M	M	M	M	M
<i>COM 473 Non-profit Marketing</i>		R	R	R	

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<i>COM 474 Event Planning</i>	M		M		
<i>COM 475 Event Planning: Sporting Events</i>	M		M		
<i>COM 494 Internship</i>	R	R	R	R	
<i>COM 498 Internship/Capstone</i>	M	M	M	M	
<i>CO499 Independent Study</i>					