

Course Title & Number: __ COM 101 Introduction to Mass Communication _____

Competency Area: **APPRECIATION OF THE ETHICAL DIMENSIONS OF HUMANKIND** (Goal: Students will identify ethical principles that guide individual and collective actions and apply those principles to the analysis of contemporary social and political problems.)

Faculty submitting the Learning Outcomes: __Lenoce__

Date: __Sept 2013__

[Instructions: *Please match the Learning Outcomes in the left hand column to those of the course you are submitting for Gen Ed approval. List the corresponding course outcomes in the right hand column to indicate a match.***]**

BOR TAP's Learning Outcomes	Corresponding Outcomes for Course Named Above
1. Recognize and reflect critically on ethical issues.	1. Demonstrate awareness of the roles and ethical responsibilities of professionals in journalism, public relations and advertising, through the review of each industries code of ethics and by producing an analysis paper (journalism) and creative presentation (public relations and advertising) to demonstrate application within each field.
2. Apply appropriate concepts and terminology in identifying ethical problems and proposing and defending solutions to them.	2. Examine the legal and regulatory framework that frame freedom of expression and media regulation through the oral and written analysis of current media issues.
3. Apply standards and practices of scholarship, research, and documentation to defend positions and beliefs, including reevaluating beliefs in light of unforeseen implications or new evidence.	
4. Recognize the value of creative, collaborative, and innovative approaches to problem-solving, including the ability to acknowledge differing points of view.	
	<i>Additional Outcomes</i>