

Program Learning Objectives



A Global Reputation for Excellence Earned Every Day

From day one to graduation, the School of Journalism and Mass Communications focuses on student success through academic achievements. Inspired by our longtime JMC School motto, “*Learn By Doing*,” all students in our three undergraduate Bachelor of Science degree programs: advertising, convergence journalism, public relations, and our Masters of Science in Mass Communications degree program, are challenged and encouraged every day to prepare for high expectations and demanding global competition for professional media careers.

Our JMC School commitment to student success is showcased in our four **Program Learning Objectives (PLOs)**. These overarching core values and student responsibilities reflect San Jose State University and national accreditation standards established by the [Western Association of Schools and Colleges \(WASC\)](#), and the JMC School’s national accrediting body, the [Association of College Educators in Journalism and Mass Communications \(ACEJMC\)](#).



Program Learning Objectives: All JMC School students are expected to be able to:

1. **Demonstrate knowledge of the diversity of groups in a global society in relationship to communications.**
2. **Demonstrate the ability to think critically, creatively and independently.**
3. **Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.**
4. **Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.**

JMC School faculty teaching advertising, convergence journalism, public relations, and mass communications graduate classes guide students on how to meet these core expectations through individual course syllabi.

Class Learning Outcomes (CLOs) are developed from ACEJMC guidelines and standards listed below.



CLOs are measures of student learning through class assignments, tests, presentations, multimedia productions, group projects, and other media industry inspired approaches. Every semester students must provide evidence of their achievements by the way they:

1. Demonstrate knowledge of the diversity of groups in a global society in relationship to communications.
2. Demonstrate the ability to think critically, creatively and independently.
3. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
4. Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.
5. Demonstrate knowledge of and the ability to apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
6. Demonstrate knowledge of the history and role of professionals and institutions in shaping communications.
7. Demonstrate the ability to apply concepts and theories in the use and presentation of images and information.
8. Demonstrate knowledge of professional ethical principles and the ability to work ethically in pursuit of truth, accuracy and fairness.
9. Conduct research and evaluate information by methods appropriate to their communications professions.
10. Critically evaluate their own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness.
11. Apply basic numerical and statistical concepts.

In traditional media, new media and social media, our diverse JMC School graduates work around the world leading innovative efforts that determine the future of global mass communications.

