

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: Master Form

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
A = Spoken B = Written C = Visual D = Electronic E = Participatory

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	Departmental Learning Goals				
	Create messages in a variety of media and arenas, critically and creatively.	Present and/or advocate ideas ethically and effectively for a variety of audiences.	Evaluate messages using critical and ethical analysis	Analyze how audiences receive, interpret and react to messages	[insert learning goal]
<i>CO200 Interpersonal Communication</i>	I (ABC)	R (E)	R (ABE)	I (AB)	
<i>CO201 Introduction to Communication Research</i>			I		
<i>CO215 Fundamentals of Broadcast Performance</i>	I	I	R	RM	
<i>CO220 American Electronic Media</i>		II (B)	II (D)	II	
<i>CO225 Journalism</i>	IRM (BD)	IRM (BD)	IR (BD)	I,R (BD)	
<i>CO226 Sports Broadcasting</i>	I (CD)		I (CD)	I (AC)	
<i>CO235 Business and Professional Speaking</i>	R AND M	R AND M	R	R	
<i>CO245 Argumentation and Debate</i>	I (A)	I	R		
<i>CO265 Oral Interpretation of Literature</i>		I (A)	I (A)		
<i>CO280 Introduction to Theatre</i>		R (ABC)	R (B)	I (ABC)	
<i>CO285 Acting for the Stage</i>	I	R	R	R	
<i>CO286 Media Literacy with service</i>	IRM (ABCE)	IRM (ABCDE)	IRM (ABCDE)	IR (ABCDE)	
<i>CO300 Small Group Communications</i>	R (ABC)	R (E)	R (ABC)	R (AB)	
<i>CO305 Interviewing Principles</i>	R	R	R	R	

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.

<i>CO308 Literary Journalism</i>					
<i>CO314 Theatre Production</i>	I	IR	R	R	
<i>CO315 Introduction to Integrated Marketing Communication (IMC)</i>	I (ABD)	I		I	
<i>CO316 The Documentary in Film and Television</i>			I	R	
<i>CO317 Film and Communication</i>			I	R	
<i>CO318 International Film: Silent and Modern Era</i>			I	R	
<i>CO319 Video Production</i>	I, I	I	I	M	IM
<i>CO320 Audio Production</i>	I, M (D)	R (D)	R (D)	R (D)	
<i>CO321 Minorities, Stereotypes and the Media</i>		R (ACD)	R (ACD)	R (ACD)	
<i>CO322 Women in Mass Media</i>		I	R	R	
<i>CO323 Media Sales and Marketing</i>	I	IR	R	M	
<i>CO324 Video Graphics and Animation</i>	R (CD)		R	R	
<i>CO325 Investigative Reporting</i>	R (BD)	R (BD)			
<i>CO330 Photojournalism</i>	I (V)		I (V)		
<i>CO331 Photojournalism Laboratory</i>	I (V)		I (V)		
<i>CO335 Illustrative Photography</i>	I (V)		I(V)		
<i>CO336 Illustrative Photography Laboratory</i>	I (V)		I(V)		
<i>CO341 American Voices</i>			R	R	
<i>CO343 International Theatre</i>		R (AB)	R (AB)	R	
<i>CO345 Topics in North American Theatre and Performance</i>	R (AC)		R (AC)	R (AC)	
<i>CO346 Campaign Issues and Images</i>	R (AB)	R	R	R	
<i>CO355 Multimedia</i>	I				
<i>CO365 Design for the Stage</i>	RM	R	M	M	
<i>CO375 Directing for the Stage</i>	R (E)	M (AB)	R (E)		
<i>CO380 International Journalism</i>	R (BD)	R (BD)	M (BD)	M (BD)	
<i>CO384 Lighting for the Stage</i>	RM	R	M	M	
<i>CO389 Social Issues Journalism Starting Fall 2014</i>	IRM (BD)	IRM (BD)	IR (ABCD)	IR (ABCD)	
<i>CO390 Intercultural Communication</i>	M (ACE)	M (ACE)	M (AC)	M (AC)	
<i>CO395 Playwriting</i>	I	IR	IR	II	
<i>CO396 Screenwriting</i>	I	IR	IR	IR	
<i>CO397 Writing for Television, Radio and New Media</i>	I	IR	IR	IR	

<i>CO399 Seminar/Special Topics in Communication</i>	IM (ABE)	IM (AB)		M (ABE)	
<i>CO400 Organizational Communication</i>	R		R	R	
<i>CO405 Consulting, Training and Development</i>	R	R	R	R	
<i>CO407 Creating for Integrated Marketing Communication</i>	R	R	I	R	
<i>CO410 Editing and Design</i>	M (ABCD)	M (ABCD)	R (ABCD)	R (ABCD)	
<i>CO415 Branding</i>	R	R	R		
<i>CO417 Integrated Marketing Campaigns</i>	M	M	R	M	
<i>CO421 Advanced Video Production</i>	M (C)	M (C)	M (C)	M (C)	
<i>CO422 Advanced Video Production Laboratory</i>	M (C)	M (C)	M (C)	M (C)	
<i>CO430/530 Seminar in Communication Law and Policy</i>		R (BC)	R (BC)	R (BC)	
<i>CO435 Broadcast Programming Principles</i>		R (ABCD)		R (ABCD)	
<i>CO438 Multimedia News Reporting</i>	R (ABCD)	M (ABCD)		M (ABCD)	
<i>CO440 Event Planning</i>	R (BE)	R	R	R	
<i>CO441 Rhetorical Theory and Criticism</i>	M (B)	M	M	M	
<i>CO446 Persuasive Communication Theory</i>	MAB	M	M	M	
<i>CO449 Politics, Public Policy and the Media</i>		M (ABC)	M (ABC)	M (ABC)	
<i>CO450 Communication Theory</i>			M (ABCD)	M (ABCD)	
<i>CO455 Health and Environmental Writing</i>	IRM (ABC)	IRM (ABC)	IR (BC)	IR (ABCD)	
<i>CO465 Media Ethics</i>	R	M	M		
<i>CO467 Communications and the First Amendment with Discussion Groups</i>		IRM (ABCE)	IRM (BE)		
<i>CO470 Theatre History and Criticism I</i>	R	M	M	M	
<i>CO471 Theatre History and Criticism II</i>	R	M	M	M	
<i>CO475 Little Theatre Workshop</i>				M	
<i>CO476 Little Theatre Workshop, Design and Management</i>				M	
<i>CO495 Senior Capstone in Communication Studies</i>	M	M	RM	M	
<i>CO497 Internship</i>	M				
<i>CO499 Independent Study</i>	M	M	M	M	