

## BMMC Program Assessment Plan – 2 Years Cycle

Success Indicator	Mapped Courses	CLOs	Assessed in (Quiz/Exam/ Project/Assignment/ Interview)	Year of assessment cycle
<b>PLO1: Demonstrate the ability to know, evaluate and apply basic mass communication messages in the communication theories</b>				
70% of the students will achieve at or above 70% of PLO	MMC 200 Introduction to Mass Communication	CLO 1: Identify the usage of various media outlets CLO 2 : Define the concepts of mass media theories and functions CLO 3 : Recognize the historical and analytical framework of mass communication as a social process.	Mid-Term Exam  Quiz	First Year
	MMC 206 Introduction to Social Media	CLO 1 : Understand the transition from traditional media to new media, and the different channels through which social media functions CLO 2: Identify the effects of new media for range of social issues	Quiz Final Project and Presentation	
	MMC 303 Writing for the Mass Media	CLO 1: Understand the different writings for mass media	Assignment Quiz Midterm Final Project	

		CLO 2 : Evaluate the basic principles of writing for the mass media		
<b>PLO2: Effectively communicate with others in interpersonal, small group and public speaking situation</b>				
	MMC 304-Organizational Communication	CLO 5 : Apply consistent communicative messages for organizational and workgroup effectiveness.	Project and Presentation Case Study Final Exam	First Year
	MMC 208-Fundamentals of News	CLO 1 : Develop a solid understanding and development of the skills needed in the profession of news;	Project 1 Project 2	
	PRE 300-Public Speaking	CLO 2 : Distinguish the barriers for effective speaking and how to overcome them.	Course Work Final Exam	
<b>PLO3: Capable to use appropriate research methods to answer relevant questions</b>				
	MMC 400 - Mass Communication Theory and Research	CLO2: Develop critical thinking and inquiry skills through evaluating theories.	Research Proposal Research Project and Presentation	First Year
	MMC 404-Media Law and Ethics	CLO 3: Conduct case study of the state of ethics in journalism practiced by media outlets in various systems of society and government.	Final Practical Assignment	
<b>PLO4: Demonstrate sensitivity to the ethical issues to their practice</b>				
	MMC 404-Media Law and Ethics	CLO 1 : Understand the various theories and	Case Studies	First Year

		views of ethics in journalism and global media.		
	MMC 303-Writing for the Mass Media	CLO 3 : Apply the principles of Ethics in mass media whenever he/she writes documents.  CLO 4 : Create media-written projects in a professional manner.	Final Project Assignment	
<b>PLO 5: Ability to apply relevant theory to communication practice</b>				
	MMC 206-Introduction to Social Media	CLO 3 : Apply various communication aspects to comprehend new media acquisition and utilization CLO 4 : Demonstrate the use of social media professionally and strategically	Practical Assignment Case Studies Final Project and Presentation	First Year
	MMC 304-Organizational Communication	CLO 3 : Apply different scientific and behavioral theoretical frameworks to organizational and group contexts. CLO 5 : Apply consistent communicative messages for organizational and workgroup effectiveness.	Project and Presentation Case Study	
<b>PLO6: Apply successfully the appropriate concepts, knowledge, skills and theories of radio and television media</b>				

	RTV 201-Introduction to Radio and Television Production	CLO 4 : Reflect on one's own areas of interest based on knowledge and experience gained through hands-on projects.	Final Presentation and Report	Second Year
	RTV 204-Cinematography	CLO 4 : Develop the technical and artistic skills to help create a visual style for any subject.	Final Project	
	RTV 205-Fundamentals of Video and Audio Editing	CLO 3 : Ability to edit proficiently using the nonlinear editing software and export out multiple formats using compressing/transcoding software. CLO 4 : Apply video and audio editing theory and techniques to make or support creative work.	Pre-preparation Project Final Project	
	RTV 300-Writing for Radio and TV	CLO 2 : Apply industrial standard formatting and script writing software	Report Final Project and Presentation	
	RTV 406-Directing for Radio and Television Production	CLO 4 : Demonstrate the ability to use non-linear editing including capturing, logging, transferring, grading, VFX, and video graphics to create short videos, TV teasers, and promos	Project Presentation Class Work	
<b>PL07: Use the various techniques and skills required for effective public relations, and suggest appropriate PR action plans with the cost and time</b>				

	PRE 300-Public Speaking	CLO 3 : Prepare audience-centered speeches.	Course Works Project	Second Year
	PRE 302 Writing for Public Relations	CLO 4 : Create content for online distribution.	Bi Weekly Practical Assignment Project	
	PRE 304 Negotiation Principles and Decision Making	CLO 4 : Learn to gain power in negotiation with difficult opponents (e.g., hijackers, hackers, criminals, 'Godzilla,' kids, etc.).	Applied Practical Assignment	
	PRE 401 PR Planning and Campaigning	CLO 1 : Identify the components of the strategic communications plan CLO 3 : Analyze various PR case studies	PR Plan Research Based Report	
	PRE 402 - Crisis Management Communication	CLO 4 : Develop a crisis management plan in accordance with the knowledge and skills gained in the course.	Final Exam	
<b>PLO 8: Ability to think critically about the relationship between mass media ,society and between nation-states</b>				
	IRE 201 - International Communication	CLO 3 : Develop knowledge of the role that international relations plays in the context of cultural studies of global media. CLO 4 : Observe and analyze East/West relations, global /local	Applied Practical Assignment Final Exam	Second Year

		interactions & transnational media.		
	IRE 300 - Introduction to International Relations	CLO 4 : Analyze socio-political issues influencing International Relations by providing a rationale emphasizing how and why different approaches differ in conceptualizations	Final Exam	
	IRE 303 - International Journalism	CLO 4 : Analyze international journalism practices globally.	Final Project and Presentation	
	IRE 304 - Media, Politics, and Government	CLO 4 : Plan a research project choosing a critical approach and any particular social development that occurred in the past or present thereby increasing literacy in a multiplicity of approaches relating to specific themes and issues.	Final Exam	
	IRE 401 - Media and Conflict	CLO 4 : Analyze the roles of communication centers and government	Case Study Final Project	
<b>PLO 9: Apply the integrated marketing communication principles, procedures and strategies</b>				
	IMC 300 - Principles of Advertising	CLO 5 : Articulate advertising theories to real-world best practices.	Practical Assignments	Second Year
	IMC 301 - Brand and Campaign Management	CLO 3 : Develop skills required for creating comprehensive culturally	Final Project and Presentation Practical Assignments	

		responsive campaigns; research, strategy, copy, target audience selection, media selection. CLO 4 : Create professional-level culturally responsive campaigns for different products to address specific objectives and target audience.		
	IMC 302 - Global Media and Marketing	CLO 5 : Actuate emerging marketing techniques to present products in different economic terrains.	Project and Presentation	
	IMC 303 - Consumer Experience	CLO 5 : Apply consumer experience theories and concepts to business and organizational solutions.	Final Project and Presentation	
	IMC 402 - Media Planning	CLO 4 : Actuate media concepts and marketing strategies to real world advertising media plan.	Media Exercises Media Plans	