

## Amarillo College Curriculum Map Template

<b>Division:</b>	Liberal Arts
<b>Degree/Academic Program(s):</b>	Mass Media (RTVB.AAS.RTV; COMM.AS.MCOMM; RTVB.CERT; RTVB.CERT.OM; RTVB.CERT.RA)
<b>Dean:</b>	Becky Easton
<b>Chair/Director/Coordinator:</b>	Jill Gibson
<b>Submission Date:</b>	09/28/17
<b>Purpose Statement:</b>	The mission of the Matney Mass Media Program is to prepare students to transfer to a university and/or obtain careers in a converged media environment by providing them the ability to apply knowledge and skills while working in teams to create a wide variety of media that communicate clearly and appropriately to the public.

- **Goal 1:** To graduate students with knowledge of the principals, standards, regulations and history that shape the mass media industry.
  - **PLO #1:** Students will demonstrate an understanding of the history of the mass media and will evaluate and analyze the role of professionals and institutions in shaping media and communications
  - **PLO #2:** Students will apply an understanding ethics in mass media to the creation of media pieces that show the pursuit of truth, accuracy, fairness and diversity.
  
- **Goal 2:** To graduate students with the ability to create clear, compelling and accurate media pieces that achieve their communication goals.
  - **PLO #3:** Students will apply skills mastered to write correctly and clearly in forms and styles appropriate for the mass media profession, audience and purposes they serve.
  - **PLO #4:** Students will apply tools and technologies appropriate for the mass media professions in which they work.
  
- **Goal 3:** To graduate students who understand professional media standards.
  - **PLO #5:** Students will analyze, synthesize and apply professional media standards to create effective audio productions, video productions, print pieces and Internet projects for broadcast, distribution, posting or publication.
  
- **Goal 4:** To graduate students who can work in teams and meet deadlines.
  - **PLO #6:** Students will apply teamwork skills and demonstrate the ability to work effectively with team members to complete a project under deadline pressure.

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<b>Program-Specific Courses</b>	<b>PLO #1:</b> Students will demonstrate an understanding of the history of the mass media and will evaluate and analyze the role of professionals and institutions in shaping media and communications.	<b>PLO #2:</b> Students will apply an understanding ethics in mass media to the creation of media pieces that show the pursuit of truth, accuracy, fairness and diversity.	<b>PLO #3:</b> Students will apply skills mastered to write correctly and clearly in forms and styles appropriate for the mass media profession, audience and purposes they serve.	<b>PLO #4:</b> Students will apply tools and technologies appropriate for the mass media professions in which they work.	<b>PLO #5:</b> Students will analyze, synthesize and apply professional media standards to create effective audio productions, video productions, print pieces and Internet projects for broadcast, distribution, posting or publication.	<b>PLO #6</b> Students will apply teamwork skills and demonstrate the ability to work effectively with team members to complete a project under deadline pressure.
COMM 1307	<b>I</b>	<b>I</b>				
ARTC 1325				<b>I</b>	<b>I</b>	
MRKG 2312			<b>I</b>	<b>I</b>	<b>I</b>	
ETWR 1391				<b>I</b>	<b>I</b>	
COMM 1318				<b>I</b>	<b>I</b>	
COMM 1336				<b>I</b>	<b>I</b>	<b>I</b>
COMM 2311		<b>D</b>	<b>I</b>		<b>I</b>	
COMM 2303	<b>D</b>					
COMM 1337				<b>D</b>	<b>D</b>	<b>D</b>
COMM 2327		<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	
COMM 2366	<b>D</b>					
COMM 2332		<b>D</b>	<b>D</b>	<b>D</b>		<b>D</b>
COMM 2330		<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	
RTVB 1150				<b>D</b>	<b>D</b>	
RTVB 2164	<b>M</b>			<b>D</b>	<b>D</b>	
RTVB 2337				<b>M</b>	<b>M</b>	<b>M</b>
RTVB 1447				<b>M</b>	<b>M</b>	
RTVB 2250				<b>M</b>	<b>M</b>	
COMM 2324				<b>M</b>	<b>M</b>	<b>M</b>