

**2012-2013 Department of  
Public Relations  
Undergraduate Academic  
Assessment Plan**

Public Relations

College of Journalism  
and Communications

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# Public Relations

## College of Journalism and Communications

### Undergraduate Academic Assessment Plan

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#### **Mission Statement**

The Department of Public Relations provides exemplary leadership, education and scholarship to advance public relations' unique role and responsibilities to foster organization-public relationships through effective communication and actions in support of a civil society and democratic ideals. The department educates the standard bearers of the profession for an interdependent local and global society.

Through its accomplishments, the Department supports the College of Journalism and Communications' mission to prepare exemplary professional practitioners and scholars for journalism and communications fields and to generate and exchange new knowledge about these fields. The faculty are committed to preparing professionals and scholars to practice and teach in a global society, providing leading research and service while generating and sharing knowledge.

Through its accomplishments, the Department also supports the University of Florida's mission dedicated to the common pursuit of the university's threefold mission: teaching, research and service. These three interlocking elements — teaching, research and scholarship, and service — span all the university's academic disciplines and represent the university's commitment to lead and serve the state of Florida, the nation and the world by pursuing and disseminating new knowledge while building upon the experiences of the past.

## Student Learning Outcomes (SLOs)

The student learning outcomes are:

<b>Content</b>
Identify and discuss concepts and theories relevant to effective public relations practice.
Describe the history and role of professionals and institutions in shaping public relations practice.
Display professional ethical principles and exemplify the values of truth, honesty, accuracy, fairness and diversity.
Appropriately apply tools and technologies relevant to public relations practice.
<b>Critical Thinking</b>
Gather information and conduct research for public relations planning and evaluation
Appropriately apply basic numerical and statistical concepts for public relations planning and evaluation.
Creatively and independently analyze public relations problems.
<b>Communication</b>
Write correctly and clearly in forms and styles appropriate for public relations practice.
Select and use images and information for public relations practice.

## Curriculum Map

Program: Public Relations

College of Journalism and Communications

Key: **I**ntroduced

**R**einforced

**A**ssessed

Courses SLOs	PUR 3000	PUR 3500	JOU 3109C	JOU 3101	PUR 3801	PUR 4100	PUR 4103	PUR 4800
<b>Content Knowledge</b>								
#1	I				R			A=Exam
#2	I	R						A=Exam
#3	I			R		A=project		
#4			I			R		A=exam
<b>Critical Thinking</b>								
#5	I	R						A=exam
#6	I	R						A=exam
#7	I				R			A-presentation
<b>Communication</b>								
#8			I	R		A=project		
#9			I			R	A=exam	

## Assessment Cycle

All student SLOs will be assessed on a biannual basis. Listed below is a graphical representation of the sequence of evaluation

### Assessment Cycle Chart

Program: Public Relations

College of Journalism and Communications

Analysis and Interpretation:

March-April

Improvement Actions:

Completed by December 1

Dissemination:

Completed by January 15

SLOs	Year	12-13	13-14	14-15	15-16
<b>Content Knowledge</b>					
#1			X		X
#2	X			X	
#3			X		X
#4	X			X	
<b>Critical Thinking</b>					
#5			X		X
#6	X			X	
#7			X		X
<b>Communication</b>					
#8	X			X	
#9			X		X

## Methods and Procedures

SLOs are assessed directly using course-embedded open-ended measures assessed using a rubric, class projects assessed using a rubric, and a course-embedded examination that is objectively scored.

2012-13 Student Learning Outcome	Assessment Method	Measurement Procedure
SLO 1	rubric	exam
SLO 2	rubric	exam
SLO 3	rubric	project
SLO 4	rubric	exam
SLO 5	rubric	exam
SLO 6	rubric	exam
SLO 7	rubric	project
SLO 8	rubric	project
SLO 9	Total score	Exam Scores. Less than 70% of items answered correctly (does not meet standards), 70%-89% answered correctly (meets standards), 90% and higher answered correctly (exceeds standards).

The following is a sample rubric used for a course-embedded assessment.

1. Describe the steps and sequence of the strategic planning process. (SLO 1)

Question	Excellent	Proficient	Basic	Inadequate
1	Can list each of the important phases of the strategic planning process with discussion of how each step leads to the next and demonstrates ability to illustrate each step with concrete examples from current client's situation	Can list each of the phases of the strategic planning process with discussion of how each step leads to the next. Can illustrate most with concrete examples	Can list four major phases, including formative research, setting objectives, strategy and tactics, and evaluation, and some specific steps	Difficulty identifying phases or steps in strategic planning

**Example Rubric to Measure SLO 3 and SLO:**

**Assessment Oversight**

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