

University of Florida

Academic Affairs

Academic Colleges

College of Journalism & Communications

Certificates

Global Strategic Communication

Global Strategic Communication Certificate Mission

The University of Florida's mission is to excel as a public land-grant, sea-grant and space-grant research university, one of the most comprehensive in the United States. The university encompasses virtually all academic and professional disciplines. It is the largest and oldest of Florida's eleven universities, a member of the Association of American Universities and has high national rankings by academic assessment institutions. Its faculty and staff are dedicated to the common pursuit of the university's threefold mission: teaching, research and service.

The College of Journalism and Communication's mission is to prepare exemplary professional practitioners and scholars for journalism and communications fields and to generate and exchange new knowledge about these fields. The College is the home for the world's most respected educators and scholars who advance the value, practice, and understanding of journalism and communications in a democratic society. 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.

The Division of Graduate Studies in the College of Journalism and Communications seeks to advance understanding of how mass media and communications contribute to democracy, the economy and a diverse society, and to create graduates who can contribute to this understanding and dialogue. Our graduates learn how to advance the body of knowledge in mass communication by critically evaluating and investigating media theory, research, and applied knowledge. As such, we prepare professionals, educators, and scholars who, through management and research, can provide leadership and service to their fields both nationally and internationally.

Firms that practice strategic communications increasingly target audiences on a global scale. The Certificate in Global Strategic Communication provides an introduction to strategic, design, and creation competencies needed to effectively target and serve global stakeholders.

SLO 1 2014-2015: Identify, describe, explain, and apply professional knowledge to evaluate and address a communication problem.

Identify a transnational corporation based in your home country with operations in other markets and analyze the corporate narrative of the corporation as it is presented in its website. Use the readings on authenticity and the authentic index articulated by the instructor of the course.

SLO Area (select one): Knowledge (Grad)

Assessment Method

Class project graded using rubric

Criterion	Excellent (3 points)	Average (2 points)	Below Average (1 point)
Research	Expertly draws from diverse sources using both analysis and synthesis to illuminate the subject.	Competently evaluates applicable material with some analysis, if not synthesis.	Material is presented without analysis or synthesis and uses little academic research and instead relies on trade journals and professional publications.
Methods	Demonstrated a thorough understanding of the research method proposed and how it could be used to examine the intended area of study.	Research method is clear and coherent but does not demonstrate a clear understanding of how it should be used to examine the intended area of study.	Explanation of research method is vague or incoherent, or omits crucial concepts to demonstrate understanding.
Writing and Style	Precise syntax and superior usage of grammar, punctuation and spelling result in a coherent and intelligible paper. Consistently follows APA style.	Syntax is clear and the relatively few grammar, punctuation or spelling errors do not impede understanding. APA style is generally followed, and any errors do not hamper readability.	Syntax is sometimes garbled and errors in grammar, punctuation and spelling disrupt understanding. APA style is applied so inconsistently that readability is affected.

Rubric is used to create overall score according to the following rules:

Exceeds expectations: 7 points or higher using rubric.

Meets expectations: 6 points using rubric

Fails to meet expectations: 5 points or below using rubric.

SLO 2 2014-2015: 2. Create a professional message relying on skills, analysis and synthesis.

Develop a situation analysis for a publicly traded firm or organization. The focus will be on the marketing or communication challenges faced by the company.

SLO Area (select one): Skills (Grad)

Assessment Method

Class project scored using the following rubric

Criterion	Excellent (3 points)	Average (2 points)	Below Average (1 point)
Completeness (25%)	SA has material related to all parts of the template selected. Sections are complete.	SA has material related to most parts of the template selected. Sections are mostly complete.	SA has some sections that are missing material related to all parts of the template selected or some sections are incomplete.
Quality (25%)	Information is of outstanding quality (very recent, useful, relevant).	Information is of good quality (recent, useful, relevant).	Information is of adequate quality (somewhat dated, occasionally not useful or relevant).
Coherent, clear, persuasive writing (25%)	Writing is clear, compelling and with no spelling or grammar errors.	Writing is straightforward, understandable and avoids most grammar or spelling errors.	Writing has significant problems.
Analysis (25%)	SWOT analysis is exceptional, and clearly details the company or brand's paramount issues	SWOT analysis is good, identifies company or brand's important issues.	SWOT analysis is fair, identifies straightforward issues.

Rubric is used to create overall score according to the following rules:

Exceeds expectations: 10 points or higher using rubric.

Meets expectations: 8-9 points using rubric

Fails to meet expectations: 7 points or below using rubric.

Global Strategic Communication Certificate

Start: 7/1/2014

End: 6/30/2015

Progress: Ongoing

Providing Department: Global Strategic Communication

Responsible Roles:

Research (Graduate and Professional AAPs only)

Assessment Timeline (Graduate and Professional AAPs only)

Curriculum Map (UG AAPs only)

Assessment Cycle (All AAPs)

A. Assessment Cycle

Global Strategic Communication

College of Journalism and Communications

Analysis and Interpretation:

May – June annually

Improvement Actions:

Completed by August 1 of each year

Dissemination:

Completed by September 1 of each year

SLOs	Year 13-14	14-15	15-16	16-17
Address Communication Problem #1		x	x	x
Create message #2		x	x	x

Methods and Procedures (UG and Certificate AAPs) & SLO Assessment Matrix (UG AAPs only)

A. Methods and Procedures

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
Identify, describe, explain, and apply professional knowledge to evaluate and address a communication problem.	<ul style="list-style-type: none"> Identify a transnational corporation based in your home country with operations in other markets and analyze the corporate narrative of the corporation as it is presented in its website. Use the readings on authenticity and the authentic index articulated by the instructor of the course [module 13]. 	All students successfully completing the program will demonstrate a thorough understanding of design as evidenced by performance on this task. Outcomes are assessed using the rubric provided below.
Use of Results for Improving Student Learning		
Improved and updated curriculum, improved mentoring of certificate students, course modification		

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
Create a professional message using professional skills, analysis and synthesis.	Develop a situation analysis for a publicly traded firm or organization. The focus will be on the marketing or communication challenges faced by the company.	All students successfully completing the program will demonstrate a thorough understanding of design as evidenced by performance on this task. Outcomes are assessed using the rubric provided below
Use of Results for Improving Student Learning		
Changes in process, improved mentoring, changes in class content, additional training		

SLO Assessment Rubric (All AAPs)
APPLY KNOWLEDGE

Criterion	Excellent (3 points)	Average (2 points)	Below Average (1 point)
Research	Expertly draws from diverse sources using both analysis and synthesis to illuminate the subject.	Competently evaluates applicable material with some analysis, if not synthesis.	Material is presented without analysis or synthesis and uses little academic research and instead relies on trade journals and professional publications.
Methods	Demonstrated a thorough understanding of the research method proposed and how it could be used to examine the intended area of study.	Research method is clear and coherent but does not demonstrate a clear understanding of how it should be used to examine the intended area of study.	Explanation of research method is vague or incoherent, or omits crucial concepts to demonstrate understanding.
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Rubric is used to create overall score according to the following rules:

Exceeds expectations: 7 points or higher using rubric.

Meets expectations: 6 points using rubric

Fails to meet expectations: 5 points or below using rubric.

CREATE MESSAGE

Rubric for creating a message is project in MMC 6936 , an integrated media communications plan

Criterion	Excellent (3 points)	Average (2 points)	Below Average (1 point)
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Meets expectations: 8-9 points using rubric

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Measurement Tools (Graduate and Professional AAPs Only)

Assessment Oversight (All AAPs)

A. Assessment Oversight

Use this Assessment Cycle template for your plan. Add or delete rows as needed to accommodate your SLOs.

Assessment Cycle for:

Program Global Strategic Communication College Journalism and Communications

Analysis and Interpretation: Graduate Director, Juan Carlos Molleda

ations:

Completed by Distance Working Group (Michael Weigold, Debbie Treise, Juan Carlos Molleda, Andrew Selepak, Vonne Smith)

Dissemination: Completed by Distance Working Group

Academic Assessment Plan Entry Complete: