

# South Dakota State University

## Academic Program/Co-Curricular Unit Assessment Plan

Academic Program/Unit Name	Journalism Undergraduate Major
Department/Office	School of Communication and Journalism
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### **SDSU MISSION & VISION STATEMENT (IMAGINE 2023: ASPIRE. DISCOVER. ACHIEVE)**

#### **Mission Statement**

South Dakota State University offers a rich academic experience in an environment of inclusion and access through inspired, student-centered education, creative activities and research, innovation and engagement that improve the quality of life in South Dakota, the region, the nation, and the world.

#### **Vision Statement**

South Dakota State University will be a premier land-grant university recognized for high value, innovation, and bold impact.

#### **Core Values**

**People-Centered:** We recognize leadership is derived from service to others. We are committed to creating a culture where all thrive and are supported on their own personal and professional paths toward lifelong learning, growth, and leadership.

**Creativity:** Creativity is our cornerstone to expand knowledge, develop human understanding, and enrich quality of life. We believe that education and research/scholarship/creative activity reinforce one another and the best academic programs bring innovative teaching and rigorous research together.

**Integrity:** We act with organizational and personal integrity, through honest interactions, professionalism, transparent and accountable decision-making, and respect for others.

**Diversity:** We are committed to diversity of community and ideas. We believe in a supportive, inclusive, collaborative, and cohesive environment with a focus on access. We actively seek collaboration and we respect individuals with differing perspectives, backgrounds, and areas of expertise.

**Excellence:** Excellence is achieved through continuous improvement, assessment, and accountability. We embrace bold action and adapt to an ever-changing environment. Individually, we are experts at what we do. Collectively, our impact is even greater.

#### **Goals**

- Achieve excellence through transformative education
- Cultivate and strengthen community engagement
- Foster innovation and increase Research, Scholarship, and Creative Activity (RSCA)
- Be a growing, high-performing and healthy university

## **PROGRAM/CO-CURRICULAR UNIT MISSION/VISION/GOALS STATEMENTS**

### **School of Communication and Journalism Mission**

Mission: The School of Communication and Journalism fosters the development of exemplary communicators as industry leaders, scholars, professionals, and educators through innovative curricula, research, practice, and opportunities.

### **Vision Statement**

To become a premier center for communication excellence.

### **Core Values**

#### **Respect and Integrity**

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity, as well as the principles and laws of freedom of speech and press;
- Practice civility, integrity, and trustworthiness.

#### **Discovery and Innovation**

- Conduct research and evaluate information by methods appropriate to the communication professions in which we work;
- Seek out and develop tools and technologies appropriate for communication professions;
- Contribute to knowledge appropriate to communication professions;
- Think critically, creatively, and independently;
- Embrace and champion endeavors that challenge boundaries, reframe definitions, and push the limits of our academic programs and disciplinary understanding;
- Encourage success in scholarship, artistic growth, and the desire for lifelong learning and creativity through reflective practice.

#### **Intercultural Knowledge**

- Cognitive, affective, and behavioral skills that support effective and appropriate interaction in a variety of cultural contexts.

#### **Civic Engagement and Outreach**

- Improve the quality of life for citizens and communities in South Dakota, the nation, and the world;
- Add to a democratic dialogue through professional, scholarly, and creative activities.

### **Journalism Major**

A degree in Journalism prepares students with essential skills including: writing, speaking, critical thinking and technology. Through coursework and experiential learning opportunities, including a required internship, graduates are well-positioned for a wide variety of careers. Students may pursue a B.A. or B.S. in Journalism with coursework in both broadcast and news-editorial journalism. This versatile major prepares students to be digital storytellers, reporters, editors, designers for print, broadcast or online media, photojournalists, or communicators in government, with non-profit organizations or in the corporate world.

The following student learning outcomes are designed to meet the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) professional values and competencies expectations for undergraduate journalism programs. The ACEJMC assessment guideline states, “The unit provides a curriculum and instruction that enable students to learn the knowledge, competencies and values the Council defines for preparing students to work in a diverse local and domestic society.”

SLO 1: Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;

SLO 2: Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

SLO 3: Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;

SLO 4: Present images and information effectively and creatively, using appropriate tools and technologies;

SLO 5: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

SLO 6: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

SLO 7: Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;

SLO 8: Effectively and correctly apply basic numerical and statistical concepts;

SLO 9: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

SLO 10: Apply tools and technologies appropriate for the communications professions in which they work.

## Cross-Cutting Skills for Journalism Major

Inquiry and Analysis – SLOs 7 and 8  
 Critical and Creative Thinking – SLOs 4 and 9  
 Ethical Reasoning – SLO 6  
 Intercultural Competence – SLOs 2 and 3  
 Information Literacy – SLOs 5 and 10  
 Civic Knowledge and Engagement – SLO 1

## Curriculum/Experience Map (“Learning Opportunities”)

ACEJMC Competencies and Values	Introduce/Awareness	Reinforce/Understanding	Master/Application
<b>SLO 1.</b> Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.	MCOM 210 Basic Media Writing; MCOM 265 Basic Photography	MCOM 317 Multimedia Reporting; MCOM 333 Broadcast News Reporting; MCOM 495 Practicum – Student Media Activity	MCOM 430 Media Law
<b>SLO 2.</b> Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.	MCOM 119 First-Year Seminar in Communication and Journalism	MCOM 495	MCOM 416 Mass Media in Society
<b>SLO 3.</b> Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.	MCOM 210	MCOM 317; MCOM 333; MCOM 495	MCOM 416; MCOM 434 Advanced Multiplatform Storytelling
<b>SLO 4.</b> Present images and information effectively and creatively, using appropriate tools and technologies.	MCOM 219 Social Media Strategies; MCOM 220 Intro to Digital Media; MCOM 265; MCOM 270 Data Analysis in Communication	MCOM 311 News Editing; MCOM 317; MCOM 333; MCOM 495	MCOM 434; MCOM 494 Internship

<b>SLO 5.</b> Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.	MCOM 210	MCOM 311; MCOM 317; MCOM 333; MCOM 495	MCOM 434; MCOM 494
<b>SLO 6.</b> Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	MCOM 210; MCOM 219; MCOM 270	MCOM 311; MCOM 317; MCOM 333; MCOM 430; MCOM 495	MCOM 416
<b>SLO 7.</b> Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.	MCOM 210; MCOM 270	MCOM 311; MCOM 317; MCOM 333; MCOM 495	MCOM 434 MCOM 494
<b>SLO 8.</b> Effectively and correctly apply basic numerical and statistical concepts.	MCOM 219; MCOM 270	MCOM 317	MCOM 333
<b>SLO 9.</b> Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	MCOM 210; MCOM 219; MCOM 220; MCOM 265	MCOM 311; MCOM 317; MCOM 333; MCOM 495	MCOM 494
<b>SLO 10.</b> Apply tools and technologies appropriate for the communications professions in which they work.	MCOM 219; MCOM 220; MCOM 265; MCOM 270	MCOM 317; MCOM 333	MCOM 434; MCOM 494

## Assessment Methods Description

Three methods of assessment will be used **to measure each of the ten student learning outcomes:**

### Assessment Method #1: Professional Panel Assessment Overall Average (Appendix A)

Industry professionals will review capstone projects completed in MCOM 434 Advanced Multiplatform Storytelling over two academic years to assess all SLOs. This course reflects student learning throughout the program.

**Type of Assessment:** Direct measure.

**Timeline:** Every two years; Summer of 2024, 2026, etc.

**Oversight:** Associate Director and Major Coordinator

**Benchmarks:** 4.0 on a 5.0 point scale.

**Frequency:** Every other summer

**Use of Information:** The direct measure is designed to ensure that the program is meeting the values and competencies required for ACEJMC program accreditation. We will identify gaps in achieving student learning outcomes and adjust curriculum accordingly during the next academic year.

### **Assessment Method #2: Internship Assessment (Appendix B)**

Internships are required of all majors. Students can complete one or two internships for credit. Every internship is approved by the internship coordinator to ensure the experience is applicable to the field of study and meets our internship requirements for credit. If an internship occurs before the sophomore year, students enroll in MCOM 394 for one credit. If an internship occurs during the junior or senior year, students enroll in MCOM 494 for 2-3 credits. Only students enrolled in MCOM 494 participating in an internship in their major area of study will be assessed. This assessment allows for measurement of progress toward achieving student learning outcomes. Both the students and the internship supervisor are surveyed, with the supervisor providing both a midterm and final assessment.

**Type of Assessment:** Direct measure.

**Timeline:** Every year.

**Oversight:** Associate Director and Internship Coordinator.

**Benchmarks:** MCOM 494: 4.0 on a 5.0 point scale.

**Frequency:** Yearly.

**Use of Information:** The direct measure is designed to determine if the skills taught in the degree program meet the needs and standards current within the industry and ACEJMC program accreditation standards. We will identify gaps in achieving student learning objectives and adjust curriculum accordingly during the next academic year.

### **Assessment Method #3: Senior Exit Survey (Appendix C)**

Students complete the exit survey at the end the semester they are graduating to assess their own understanding of the ACEJMC student learning outcomes.

**Type of Assessment:** Indirect measure.

**Timeline:** Conducted every semester; analyzed yearly during the summer.

**Oversight:** Associate Director and Major Coordinator.

**Benchmarks:** 4.0 on a 5.0 point scale.

**Frequency:** Yearly

**Use of Information:** This indirect measure is designed to determine how well students feel they understand the student learning outcomes based on ACEJMC program accreditation standards. We will identify gaps in achieving student learning objectives and adjust curriculum accordingly during the next academic year.

## **Communication Plan**

Yearly assessment results will be shared with the School of Communication and Journalism faculty and staff members at an established School monthly meeting and also with the School of Communication and Journalism Advisory Board Members at their annual meeting. Assessment findings will be translated and appropriate information will be shared through university outlets.

## References

Accrediting Council on Education in Journalism and Mass Communication (2022). ACEJMC Accrediting Standards. Retrieved from <http://www.acejmc.org/wp-content/uploads/2021/07/2021-June-RevisedStandardsFinal.pdf>

## Appendix A: Capstone Assessment

First Name

Last Name

Email address

Date

Project Title

What area of academic study is the project assessing?

- Advertising
- Journalism
- Public Relations
- 

How well does the project address the following areas?: (Excellent-Good-Average-Fair-Poor-N/A)

Legal and ethical principles related to freedom of expression, privacy, and intellectual property.
The multicultural history and role of professionals in shaping communication.
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)
Best practices in the use of and presentation of images and information.
Engaging and communicating with clarity.

How well does the project address the following areas?: (Excellent-Good-Average-Fair-Poor-N/A)

Professional ethical principles.
Use of appropriate research methods and critical thinking skills.
Use of numbers, data and statistics that are executed effectively and correctly.
Correct grammar, spelling and punctuation and appropriate medium styles.
Use of appropriate tools and technologies.

Overall, this work is equivalent to what I would expect for an entry-level employee. (Strongly Agree-Agree-Neutral-Disagree-Strongly Disagree-Neutral)

Your recommendations or comments:



## Appendix B: Internship Assessment

### Internship Supervisor Midterm Survey

This survey must be completed by the internship provider at the midway point of the internship and informs the final assigned grade for the internship.

Intern's Full Name

Company Name

Location

Internship Supervisor's Full Name

Internship Supervisor's Title

The following are outcomes of the internship experience. Please indicate how well your SDSU intern is meeting these objectives: (Excellent-Good-Average-Fair-Poor-N/A)

Legal and ethical principles related to freedom of expression, privacy, and intellectual property.
The multicultural history and role of professionals in shaping communication.
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)
Best practices in the use of and presentation of images and information.
Engaging and communicating with clarity.

The following are additional outcomes of the internship experience. Please indicate how well your SDSU intern is meeting these objectives: (Excellent-Good-Average-Fair-Poor-N/A)

Professional ethical principles.
Use of appropriate research methods and critical thinking skills.
Use of numbers, data and statistics that are executed effectively and correctly.
Correct grammar, spelling and punctuation and appropriate medium styles.
Use of appropriate tools and technologies.

Does this internship have an agriculture focus?

- 1. Yes
- 2. No

Which of the following broad categories best defines your internship?

1. Advertising
2. Communication Studies
3. Journalism (Broadcast)
4. Journalism (Print/Online)
5. Public Relations

Rank your advertising intern's level of achievement so far for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Representing the company in a professional manner.
Developing advertising and communication recommendations.
Completing a tactical project that required professional knowledge and skills.

Accepting critiques and feedback from an advertising professional.
Working productively as a team player.
Being self-motivated and ambitious in executing their duties.

Rank your broadcast journalism intern's level of achievement so far for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Rank your print/online journalism intern's level of achievement so far for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Rank your public relations intern's level of achievement so far for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Planning events.
Writing press releases and other documents.
Pitching to the media and other media relations.
Using digital media appropriately.
Making skillful presentations.
Being self-motivated and ambitious in executing their duties.

Rank your communication studies intern's level of achievement so far for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

At this point, would you hire this intern if your company had an opening for which the intern was qualified?

1. Yes
2. No
3. Maybe

How are you addressing any areas of concern with the intern currently?

### Internship Supervisor Final Survey

This survey must be completed by the internship supervisor before the student can be assigned a grade for the internship.

Intern's Full Name

Company Name

Location

Internship Supervisor's Full Name

Internship Supervisor's Title

The following are outcomes of the internship experience. Please indicate how well your SDSU intern met these Objectives; Excellent-Good-Average-Fair-Poor-N/A)

Legal and ethical principles related to freedom of expression, privacy, and intellectual property.
The multicultural history and role of professionals in shaping communication.
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)
Best practices in the use of and presentation of images and information.
Engaging and communicating with clarity.

The following are additional outcomes of the internship experience. Please indicate how well your SDSU intern met these objectives: Excellent-Good-Average-Fair-Poor-N/A)

Professional ethical principles.
Use of appropriate research methods and critical thinking skills.
Use of numbers, data and statistics that are executed effectively and correctly.
Correct grammar, spelling and punctuation and appropriate medium styles.
Use of appropriate tools and technologies.

Does this internship have an agriculture focus?

- 1. Yes
- 2. No

Which of the following broad categories best defines your internship?

1. Advertising
2. Communication Studies
3. Journalism (Broadcast)
4. Journalism (Print/Online)
5. Public Relations

Rank your advertising intern's level of achievement for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Representing the company in a professional manner.
Developing advertising and communication recommendations.
Completing a tactical project that required professional knowledge and skills.
Accepting critiques and feedback from an advertising professional.
Working productively as a team player.
Being self-motivated and ambitious in executing their duties.

Rank your broadcast journalism intern's level of achievement for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Rank your print/online journalism intern's level of achievement for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Rank your public relations intern's level of achievement for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Planning events.
Writing press releases and other documents.
Pitching to the media and other media relations.
Using digital media appropriately.
Making skillful presentations.
Being self-motivated and ambitious in executing their duties.

Rank your communication studies intern's level of achievement for each of the following important skills or experiences. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

At this point, would you hire this intern if your company had an opening for which the intern was qualified?

1. Yes
2. No
3. Maybe

How did you address areas of concern with the intern during the internship?

If you would like to share anything else about your intern or the internship experience, please do so below.

### Internship Student Survey

This survey must be completed by the student intern before the student can be assigned a grade for the internship.

Intern's Full Name

Company Name  
 Location  
 Internship Supervisor's Full Name  
 Internship Supervisor's Title  
 What is your major?

The following are outcomes of the internship experience. Please indicate how well you met these objectives: (Excellent-Good-Average-Fair-Poor-N/A)

Legal and ethical principles related to freedom of expression, privacy, and intellectual property.
The multicultural history and role of professionals in shaping communication.
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e., race, ethnicity, gender, sexual orientation and ability)
Best practices in the use of and presentation of images and information.
Engaging and communicating with clarity.

The following are additional outcomes of the internship experience. Please indicate how well you met these objectives: (Excellent-Good-Average-Fair-Poor-N/A)

Professional ethical principles.
Use of appropriate research methods and critical thinking skills.
Use of numbers, data and statistics that are executed effectively and correctly.
Correct grammar, spelling and punctuation and appropriate medium styles.
Use of appropriate tools and technologies.

Did this internship have an agriculture focus?

- 1. Yes
- 2. No

Which of the following broad categories best defines your internship?

1. Advertising
2. Communication Studies
3. Journalism (Broadcast)
4. Journalism (Print/Online)
5. Public Relations

Rank your level of achievement for each of the following important skills or experiences during this advertising internship. (Excellent-Good-Average-Fair-Poor-N/A)

Representing the company in a professional manner.
Developing advertising and communication recommendations.
Completing a tactical project that required professional knowledge and skills.
Accepting critiques and feedback from an advertising professional.
Working productively as a team player.
Being self-motivated and ambitious in executing their duties.

Rank your level of achievement for each of the following important skills or experiences during this broadcast journalism internship. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Rank your level of achievement for each of the following important skills or experiences during this print/online journalism internship. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Rank your level of achievement for each of the following important skills or experiences during this public relations internship. (Excellent-Good-Average-Fair-Poor-N/A)

Planning events.
Writing press releases and other documents.
Pitching to the media and other media relations.
Using digital media appropriately.
Making skillful presentations.
Being self-motivated and ambitious in executing their duties.

Rank your level of achievement for each of the following important skills or experiences during this communications studies internship. (Excellent-Good-Average-Fair-Poor-N/A)

Showing commitment and initiative in the work setting.
Employing imagination and creativity within the scope of their duties.
Working productively as a team player.
Demonstrating a positive attitude.
Being self-motivated and ambitious in executing their duties.

Would you work for this company if they had an opening for which you were qualified?

1. 1. Yes
2. 2. No
3. 3. Maybe

Comments/Suggestions:

## Appendix C: Senior Exit Survey

This survey will ask you to focus on the courses you took for your major (advertising, journalism, public relations) and experiences in the School of Communication and Journalism at South Dakota State University. It will take approximately 10 minutes to complete the questionnaire. It is very important for us to learn your opinions. Your input will help us with program development and assessment for the accreditation process. Your participation in this study is completely voluntary. There are no foreseeable risks associated with this survey. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact Dr. Josh Westwick at 605-688-4171 or by email at [josh.westwick@sdstate.edu](mailto:josh.westwick@sdstate.edu). Please start the survey now.

Are you graduating with a degree in advertising, journalism or public relations?

- 1. Yes
- 2. No

What term will you graduate?

1. 1. Spring
2. 2. Summer
3. 3. Fall

What year will you graduate? (i.e., 2023)

Based on your education in the School of Communication and Journalism, what is your level of understanding about:

	Excellent	Good	Average	Fair	Poor
Legal and ethical principles related to freedom of expression, privacy, and intellectual property.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The multicultural history and role of professionals in shaping communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing culturally proficient work that gives voice to traditionally disenfranchised groups in society (i.e. race, ethnicity, gender, sexual orientation and ability)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practices in the use of and presentation of images and information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engaging and communicating with clarity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continue indicating your level of understanding about the following:

	Excellent	Good	Average	Fair	Poor
Professional ethical principles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of appropriate research methods and critical thinking skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of numbers, data and statistics that are executed effectively and correctly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Correct grammar, spelling and punctuation and appropriate medium styles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of appropriate tools and technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is your major?

4. 1. Advertising
5. 2. Journalism
6. 3. Public Relations

What classes impacted you most while pursuing a degree in journalism? (Check all that apply and add others)

1. 1. MCOM 119 Mass Communication Fundamentals
2. 2. MCOM 210 Basic Media Writing and Lab
3. 3. MCOM 215 Sportswriting
4. 4. MCOM 219 Social Media Strategies
5. 5. MCOM 220 Intro to Digital Media and Lab
6. 6. MCOM 265 Basic Photography and Lab
7. 7. MCOM 266 Photojournalism and Studio
8. 8. MCOM 270 Data Analysis in Communication
9. 9. MCOM 311 News Editing and Lab
10. 10. MCOM 331 Video Production and Lab
11. 11. MCOM 333 Broadcast News Reporting and Lab
12. 12. MCOM 336 Featuring Writing
13. 13. MCOM 365 Advanced Photography and Lab
14. 14. MCOM 394/494 Internship
15. 15. MCOM 413 International Media
16. 16. MCOM 416 Mass Media in Society
17. 17. MCOM 417 History of Journalism
18. 18. MCOM 430 Media Law
19. 19. MCOM 433 Advanced Broadcast News Reporting and Lab
20. 20. MCOM 438 Public Affairs Reporting and Lab
21. 21. MCOM 434 Advanced Multiplatform Storytelling
22. 22. MCOM 474 Media Administration and Management
23. 23. PUBR 243 Public Relations Principles
24. 24. PUBR 345 Public Relations Writing
25. 25. Other - please specify \_\_\_\_\_

What classes impacted you most while pursuing a degree in advertising? (Check all that apply and add others)

1. 1. ADV 370 Advertising Principles
2. 2. ADV 314 Digital Promotion
3. 3. ADV 371 Advertising Copy and Design and Lab
4. 4. ADV 372 Advertising Media Strategies and Lab
5. 5. ADV 411 Media Analytics and Studio
6. 6. ADV 442 Integrated Marketing and Communication Campaigns and Studio
7. 7. ADV 472 Research and Planning
8. 8. ADV 476 Global and Multicultural Advertising
9. 9. MCOM 119 Mass Communication Fundamentals
10. 10. MCOM 210 Basic Media Writing and Lab
11. 11. MCOM 219 Social Media Strategies
12. 12. MCOM 220 Intro to Digital Media and Lab
13. 13. MCOM 265 Basic Photography and Lab
14. 14. MCOM 270 Data Analysis in Communication
15. 15. MCOM 331 Video Production and Lab
16. 16. MCOM 394/494 Internship
17. 17. MCOM 416 Mass Media in Society
18. 18. MCOM 430 Media Law
19. 19. MKTG 370 Marketing
20. 20. PUBR 345 Public Relations Writing
21. 21. SPCM 442 Persuasion



22. 22. Other- please specify \_\_\_\_\_

What classes impacted you most while pursuing a degree in public relations? (Check all that apply and add others)

1. 1. PUBR 243 Public Relations Principles
2. 2. PUBR 345 Public Relations Writing
3. 3. PUBR 411 Media Analytics and Studio
4. 4. PUBR 442 Integrated Marketing and Communication Campaigns and Studio
5. 5. PUBR 472 Research and Planning
6. 6. MCOM 119 Mass Communication Fundamentals
7. 7. ADV 314 Digital Promotion
8. 8. ADV 371 Advertising Copy and Design and Lab
9. 9. ADV 476 Global and Multicultural Advertising
10. 10. EFA/HMGT 355 Events and Facilities Administration
11. 11. MCOM 210 Basic Media Writing and Lab
12. 12. MCOM 219 Social Media Strategies
13. 13. MCOM 220 Intro to Digital Media and Lab
14. 14. MCOM 265 Basic Photography and Lab
15. 15. MCOM 266 Photojournalism and Studio
16. 16. MCOM 270 Data Analysis in Communication
17. 17. MCOM 331 Video Production and Lab
18. 18. MCOM 394/494 Internship
19. 19. MCOM 416 Mass Media in Society
20. 20. MCOM 430 Media Law
21. 21. SPCM 470 Intercultural Communication
22. 22. SPCM 215 Public Speaking
23. 23. SPCM 311 Business and Professional Communication
24. 24. SPCM 441 Persuasion
25. 25. Other - please specify \_\_\_\_\_

How satisfied are you that your coursework and experiences reflect diversity, equity and inclusion?

1. 1. Very Satisfied
2. 2. Satisfied
3. 3. Neutral
4. 4. Unsatisfied
5. 5. Very unsatisfied

What years did you attend the internship and career fair for the School of Communication and Journalism? (Check all that apply)

1. 1. Freshman
2. 2. Sophomore
3. 3. Junior
4. 4. Senior
5. 5. I did not attend the school's internship and career fair

How many internships did you complete during your time as a student at SDSU?

1. 1. One
2. 2. Two
3. 3. Three
4. 4. Four or more
5. 5. Zero - In progress or still need to complete

Is there anything you would like to share about your internship(s)?

Did you work for any of the following while a student? (Check all that apply)

1. 1. BluePrint Design and Print Center
2. 2. Collegian
3. 3. KSDJ Radio
4. 4. SDSU Department, School or College doing communication work
5. 5. University Marketing and Communications
6. 6. Yeager Media Center
7. 7. Daktronics
8. 8. None of the above

What did you gain from your experience working at the places you indicated in the previous question (BluePrint, Collegian, KSDJ Radio, SDSU Dept./School/College, University Marketing and Communications, Yeager Media Center, and/or Daktronics)?

Why did you choose not to work at the places indicated in the previous question (BluePrint, Collegian, KSDJ Radio, SDSU Dept./School/College, University Marketing and Communications, Yeager Media Center, other work, and/or Daktronics)?

Did you do any non-internship work (i.e., club leadership, social media, free-lance writing, retail marketing, etc.) that provided opportunities to gain experience in your major beyond those listed in previous question (BluePrint, Collegian, KSDJ Radio, SDSU Dept./School/College, University Marketing and Communications, Yeager Media Center and/or Daktronics)? Please list those experiences below.

Which of the following best describes your main area(s) of interest for a career after graduation? (Check all that apply)

1. Advertising
2. Agricultural Communication
3. Digital Marketing
4. Education
5. Entrepreneurship
6. Graphic Design
7. Journalism (Broadcast)
8. Journalism (Print)
9. Journalism (Digital)
10. Multimedia
11. Nonprofit
12. Public Relations
13. Social Media
14. Video Production
15. Visual Communication
16. Other (Please specify) \_\_\_\_\_

Which of the following statements best describes you?

1. I have a job lined up after graduation
2. I am looking for a job after graduation
3. I will start looking for a job once I graduate
4. I am going to take a break for a while after graduation
5. I plan to start graduate school right after I graduate
6. I am working a temporary job while looking for full-time employment
7. Other \_\_\_\_\_

How well prepared do you feel to embark upon your professional career path?

1. Very prepared
2. Prepared
3. Unprepared

4. Very unprepared

How would you rate your support in the following areas?

	Excellent	Good	Average	Fair	Poor
Sharing information about internship opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helping with career preparation (i.e., resume and reviews, job announcements, reference letters,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving information about scholarships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning your academic coursework	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Willingness to offer additional help or support in your coursework	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Did you participate in any club activities within the School of Communication and Journalism while in school? (Check all that apply)

1. 1. Advertising Club
2. 2. Forensics Team
3. 3. Journalism Club
4. 4. Public Relations Student Society of America (PRSSA)
5. 5. Other \_\_\_\_\_

Have you (or will you) participate in any of the following study abroad experiences while enrolled at SDSU? (Check all that apply)

1. 1. Semester abroad
2. 2. Summer abroad
3. 3. Class with international travel through SDSU
4. 4. Internship abroad
5. 5. Other \_\_\_\_\_
6. 6. None of the above

Where did/will you go for your study abroad experience while at SDSU?

If you have other observations about your experience within the school that you'd like to share, use the space below to do so:

The questionnaire is confidential and your name is not collected, however we would like to know some demographic information. With which gender do you identify?

1. 1. Female
2. 2. Male
3. 3. Non-binary
4. 4. Prefer not to answer
5. 5. Prefer to self-identify \_\_\_\_\_

Which of the following best describes your race and ethnicity? (Check all that apply)

1. 1. American Indian or Alaska Native
2. 2. Asian
3. 3. Black or African American
4. 4. Hispanic or Latino/Latina/Latinx

5. 5. Native Hawaiian or Other Pacific Islander
6. 6. White or Caucasian
7. 7. Prefer not to answer

Which category best describes your age?

1. 1. 15-19
2. 2. 20-24
3. 3. 25-29
4. 4. 30-34
5. 5. 35-39
6. 6. 40+