Journalism and Sports Production Program - Student Learning Outcomes and Curriculum Map

Updated, August 2023

Student Learning Outcomes

The journalism program is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and our program-wide student learning outcomes are based on the 10 professional values and competencies specified by that body.

All graduates of the Auburn University journalism program should be able to:

- 1. apply the principles and laws of freedom of speech and press, in a global context, and for the United States
- 2. demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- 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;
- 4. present images and information effectively and creatively, using appropriate tools and technologies;
- 5. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- 6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- 7. apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- 8. effectively and correctly apply basic numerical and statistical concepts;
- 9. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- 10. apply tools and technologies appropriate for the communications professions in which they work.

Curriculum Map

The curriculum map on the following page identifies which of the 10 program-wide student learning outcomes are covered in each Journalism (JRNL), Sports Production (JRSP), and required Communication and Journalism (CMJN) course. It also indicates the depth of coverage in each class; Introduction, Reinforcement, or Mastery.

Level of Coverage	Introduction		Reinforcement		Mastery					
	Student Learning Outcomes (see previous page)									
Course Name	1	2	3	4	5	6	7	8	9	10
JRNL 1000: Journalism Fundamentals										
JRNL 2210: Newswriting										
JRNL 2310: Reporting										
JRNL 3010: Broadcast and Digital News Production										
JRNL 3020: Broadcast and Digital News Reporting										
JRNL 3100: Global Journalism and Media Systems										
JRNL 3110: Applied Journalism										
JRNL 3220: Magazine and Feature Writing										
JRNL 3410: Photojournalism										
JRNL 3470: Editing and Design										
JRNL 3510: Multimedia Journalism										
JRNL 3530: Sports Reporting										
JRNL 4230: Advanced Reporting										
JRNL 4320: Entrepreneurial Journalism										
JRNL 4410: Journalism History										
JRNL 4470: Adv Magazine and Feature Writing										
JRNL 4490: Literary Journalism										
JRNL 4530: Adv Sports Reporting										
JRNL 4850: Reporting Issues of Social Change										
JRNL 4870: Community Journalism										
JRNL 4920: Journalism Internship										
JRSP 3110: Sports Media Relations										
JRSP 3210: News and Sports Announcing										
JRSP 3410: Intro to Sports Video Production										
JRSP 3510: Control Room Operation										
JRSP 4320: Sports Media Management										
JRSP 4410: Advanced Sports Video Production										
JRSP 4510: Sports Storytelling and Video Profiles										
JRSP 4610: Live Sports Producing										
JRSP 4920: Journalism Sports Production Internship										
CMJN 2100: Concepts in Comm and Journalism										
CMJN 4000: Media Law and Regulation										