

Outcomes Mapping

ARTS DIVISION							
Program:	AS Radio Broadcasting: On the Air	# Courses:	22	Updated:	6/5/2015	Submitted by:	Tammy Trujillo

Institutional Level Outcomes (ILOs): <i>As a result of an educational experience with any aspect of the college, students will develop the following knowledge, skills, abilities, and attitudes:</i>									
1. Communication		2. Critical Thinking		3. Information and Technology Literacy		4: Personal, Social, Civic, and Environmental Responsibility			
Connect Program Level Outcomes (PLOs) with an I, P, or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated following the completion of the program or educational experience.						PLO to ILO Alignment			
PLO Name	PLO Defined: <i>Upon successful completion of this program, students will be able to:</i>					1	2	3	4
1. Performance	Work as a DJ or newscaster on a commercial radio station					M			
2. Recording	Use the studio equipment to record and edit a pre-recorded piece							M	
3. Remotes	Plan, set-up and perform a radio station remote as an on-air personality						M		
4. Social Media	Use social media during a live radio show to engage with the audience					M			M
5. Technical	Operate the studio equipment required for a live radio broadcast							M	
6.									

See the Outcomes Assessment website for definitions and examples of Mt. SAC's ILOs: <http://www.mtsac.edu/instruction/outcomes/ilos.html>

Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)

Key for Level of Learning

(Use for Mapping SLOs/MOs to PLOs to ILOs)

I = Knowledge/Skill Introduced

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Outcomes Mapping

Course: R-TV 01 Introduction to Electronic Media SLOs, MOs, AUOs	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
M01. Identify key developments in the history of major U.S. electronic media industries, especially their evolution as social, political, and economic forces in U.S. society.	I		I									I		
M02. Describe the technical evolution of electronic media.	I										I			
M03. Identify the principal means of economic and political support for different electronic media, and discuss their impact.	I											I		
M04. Analyze regulations of electronic media.	I		I									I		
M05. Define commonly-used electronic communication technology.	I	I	I	I	I						I			
M06. Identify the business structure and revenue streams for each medium.			I									I		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 02 On-Air Personality Development	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Demonstrate ability to clearly articulate words.	P	P	P	P							P			P
MO2. Demonstrate the ability to project words suitable for broadcasting.	P	P	P	P							P			P
MO3. Demonstrate the ability to regulate pace of speech.	P	P	P	P							P		P	P
MO4. Perform in a vocal tone suitable for broadcasting.	P	P	P	P							P		P	P
MO5. Identify the relationship between audience demographics and on-air personality.	P	P	P	P								P		
MO6. Create and demonstrate an on-air personality for a disc jockey.	P		P								P	P		P
MO7. Create and demonstrate an on-air newscast.	P	P		P	P						P	P	P	P

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 05 Radio-TV Newswriting	Connect Outcomes with an I, P, or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Determine the newsworthiness of a story as it applies to a demographically-specific audience.	I										I	I		I
MO2. Rewrite newswire copy and create stories from facts gleaned from interviews and observation.	I										I	I		I
MO3. Incorporate sound bites from interviews into various types of news stories.	I	I									I	I	I	
MO4. Define and demonstrate adherence to all laws including but not limited to defamation and slander as they pertain to news stories.	I	I	I								I	I		I
MO5. Demonstrate the ability to select stories and organize them into a newscast appropriate for a variety of demographics.	I	I									I	I		
MO6. Follow and research specific stories using the Associated Press Wire Service.	I	I									I	I		
MO7. Select appropriate news stories from the wire service and organize them into a newscast for a demographically-targeted audience.	I	I			I						I	I		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 07A Beginning Commercial Voice-Overs	Connect Outcomes with an I, P, or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Perform a commercial audition.		I									I			
MO2. Effectively analyze a commercial script to determine appropriate voicing technique.	I	I									I	I		
MO3. Take verbal direction on a piece of copy and utilize that direction in the performance of the piece.	I	I									I	I		
MO4. Determine the who, what, where, when and why of a particular role in a commercial.	I	I									I	I		
MO5. Recognize the differences between varieties of approaches to a commercial script.	I										I	I		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 11A Beginning Radio Production	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
M01. Identify equipment needed for operation of a studio.	I	I			I								I	
M02. Differentiate various editing effects of voice, sound and music in both tape-based and digital technologies.	I	I			I								I	
M03. Explain the components of an interview.	I	I			I							I		
M04. Combine voice, music and sound effects in the creation of a radio commercial suitable for airing.	I	I			I								I	
M05. Demonstrate proper maintenance of studio equipment.	I	I											I	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 15 – Broadcast Law and Business Practices	Connect Outcomes with an I, P, or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Analyze and evaluate entertainment industry contracts.	P											P		
MO2. Contrast and compare union contracts with non-union contracts.	P											P		
MO3. Evaluate the role of unions in the entertainment industry.	P											P		
MO4. Outline the process to apply for and protect copyrights and trademarks for intellectual properties.	P											P		
MO5. Interpret the First Amendment as it applies to electronic media.	P											P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 95 Campus Radio Station Operations	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Take transmitter readings and record them properly on the station log	I												I	
MO2. Prepare FCC Quarterly Reports	I											I	I	
MO3. Ascertain issues that qualify under the definition of broadcasting in the public interest	I											I		
MO4. Evaluate underwriters’ materials for compliance with FCC rules	I											I		
MO5. Perform and properly document Required Weekly Tests of the Emergency Alert System	I											I		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 96 Campus Radio Station Lab	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Create and execute or plan and produce live radio shows.	P			P	P						P	P	P	
MO2. Execute or produce broadcasts following all FCC rules and regulations.	P											P	P	P
MO3. Maintain and follow written music and/or commercial logs during a live performance.	P												P	
MO4. Voice or write and produce Public Service Announcements, sweeps and station promos.	P	P									P			P
MO5. Self-evaluate and critique recorded performances or production pieces.	P												P	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 97A Radio/Entertainment Industry Work Experience	Connect Outcomes with an I, P, or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Inventory and examine personal and technical skills for use in the workplace.	P											P		P
MO2. Research possible internship sites.	P											P		P
MO3. Plan strategies to target and obtain an internship to maximize chances of employment in an area proposed by the student.	P											P		P
MO4. Create an effective package to secure an internship that showcases the student's major strengths and skills.	P											P		P
MO5. Evaluate progress at the internship site with instructor and adjust performance to maximize the experience.	P											P		P

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 97B Radio/Entertainment Industry Work Experience	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Effectively participate at the internship site to supervisor's standards.	M										M	M	M	
MO2. Improve skills as prescribed by internship supervisor's evaluations.	P										P	P	P	
MO3. Demonstrate consistent professional skills at the internship site per supervisor's standards.	M										M	M	M	
MO4. Demonstrate improvement of skills previously identified as inadequate by site supervisor and/or course instructor.	M										M	M	M	
MO5. Evaluate performance at internship site and detail methods of improvement.	M										M	M	M	

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Course: R-TV 03 Sportscasting and Reporting	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Analyze sporting events, selecting the pertinent points of the competition that impacted the outcome of the games.	P										P			
MO2. Utilize the equipment necessary for sports reporting or broadcasting.	P	P			P								P	
MO3. Create in-progress and final reports on a game within time and length deadlines.	P	P			P						P		P	
MO4. Conduct comprehensive interviews and evaluate them with respect to broadcast usage.	P	P										P	P	
MO5. Demonstrate effective coordination skills with a collegiate or professional sports team in order to gain access to the necessary areas for a sports broadcast, according to industry practice.	P										P	P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 04 Broadcast News Field Reporting	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Objectively analyze news events for their broadcast value.	P										P	P		
MO2. Analyze and research news stories and events.	P										P	P		
MO3. Apply legal and ethical evaluators to news stories and their coverage.	P													P
MO4. Properly "advance" news stories.	P										P	P		
MO5. Objectively "enterprise" news stories keeping in mind target demographics.	P										P	P		
MO6. Effectively cover events such as breaking news, news conferences and features.	P	P	P								P	P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 06 Broadcast Traffic Reporting	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Evaluate the effectiveness of a variety of radio and television traffic reports.	I											I		
MO2. Interpret law enforcement codes as they pertain to traffic reporting.	I											I		
MO3. Write a timely, concise, and informative traffic reports for broadcast.	I			I							I	I		
MO4. Evaluate computer traffic screens and determine which incidents should be included in a particular traffic report.	I											I		
MO5. Deliver traffic reports for a variety of different radio and television formats.	I			I	I						I		I	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 09 Broadcast Sales and Promotion	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
M01. Create and explain effective advertising schedules and campaigns applying target demographics and ratings analysis.	P										P	P		
M02. Evaluate sales figures to determine the effectiveness of campaigns and make recommendations to increase effectiveness of subsequent campaigns.	P										P	P		
M03. Develop advertising campaigns directed toward a specific demographic.	P										P	P		
M04. Utilize market surveys and demographic evaluation in developing station and client promotions.	P										P	P		
M05. Interact, evaluate, and apply talents of on-air personalities with respect to promotions and contests.	P										P	P		
M06. Use copywriting techniques when developing commercial campaigns.	P										P	P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 10 Radio Programming and Producer Techniques	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
M01. Identify various programming techniques for a variety of different radio formats.	P										P	P		
M02. Create format clocks incorporating a variety of programming elements such as news, traffic and music.	P										P	P		
M03. Evaluate the benefits of various programming elements such as news and traffic.	P										P	P		
M04. Evaluate and explain the value of an interview topic with respect to the demographics of a specific radio show and/or station.	P										P	P		
M05. Explain basic FCC requirements for keeping a radio station on the air.	P										P	P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 11B Advanced Radio Production	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Demonstrate mastery of recording studio techniques.	M	M											M	
MO2. Exhibit the skills of a professional, radio production facility engineer or producer.	M	M			M								M	
MO3. Apply terminology related to a Pro Tools recording environment.	M										M		M	
MO4. Perform all aspects of recording studio procedures.	M	M											M	
MO5. Evaluate multiple elements of sound, analyze digital audio.	M	M											M	
MO6. Accurately perform quality control on a recording master.	M	M											M	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 17 Internet Radio and Podcasting	Connect Outcomes with an I, P, or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Demonstrate an understanding of the development of Internet radio and podcasting.	I											I		
MO2. Analyze the connection between traditional radio and Internet radio.	I											I		
MO3. Develop interactive strategies between Internet radio and traditional radio.	I			I								I		
MO4. Demonstrate the ability to utilize audience principals in gaining listenership.	I											I		
MO5. Demonstrate the ability to apply for music and content licensing.	I											I		
MO6. Demonstrate the application of streaming audio.	I											I		
MO7. Create and apply Internet radio and podcast programming.	I											I		
MO8. Evaluate tradition radio content for Internet application or podcasting.	I											I		
MO9. Demonstrate the ability to work within the changing arena of regulation and control of non-traditional radio.	I											I		
MO10. Correctly prepare a podcast for transmission.	I	I										I		

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Course: R-TV 31 History of Radio DJs	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Explain how the role of the DJ has changed over the years.	I										I	I		
MO2. Evaluate the influence DJs have had on radio development.	I		I									I		
MO3. Identify and explain the various techniques employed by a number of famous DJs to attract and keep audiences.	I		I		I							I		
MO4. Evaluate current radio DJs in order to determine their influences and effectiveness.	I										I	I		
MO5. Identify and evaluate a variety of DJ styles.	I											I		

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Course: R-TV 32 Radio-TV Internet Applications	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Describe basic website structure.	I											I		
MO2. Use Internet terminology.	I			I							I			
MO3. Create, add, and manage audio and video content on websites.	I			I									I	
MO4. Evaluate Internet content with respect to its effectiveness and applicability to specific entertainment topics.	I											I		
MO5. Identify media opportunities to exploit content and increase traffic to a specific site.	I			I								I		
MO6. Develop media plans to reach and maintain audiences through audio and video web content.	I			I								I		

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Course: R-TV 34 On-Camera Performance	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
Class has been deactivated														
MO1. Demonstrate correct movements while on-camera with an emphasis on looking natural and relaxed.	I										I			
MO2. Effectively critique their own work on video, making note of areas that need improvement to meet broadcast standards.	I													
MO3. Choose correct wardrobe for an on-camera experience.	I										I			
MO4. Choose appropriate make-up style and application for an on-camera experience.	I										I			
MO5. Demonstrate the ability to properly read from the teleprompter with emphasis on a natural and conversational flow.	I										I			

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Course: R-TV 35 Pop Culture in the Media	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Analyze the roles of formulating popular culture in film.	I											I		
MO2. Evaluate the impact pop culture has had on radio and television throughout the decades.	I											I		
MO3. Recognize examples of pop culture in cult films.	I											I		
MO4. Explain the role social media.	I			I								I		
MO5. Trace the transition of an idea from fad to popular culture status in TV or film.	I		I									I		

Key for Level of Learning
 (Use for Mapping SLOs/MOs to PLOs to ILOs)
 I = Knowledge/Skill Introduced
 P = Knowledge/Skill Practiced/Applied
 M = Knowledge/Skill Mastered

Outcomes Mapping

Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 101 Work Experience in Broadcast Entertainment	Connect Outcomes with an I , P , or M (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Examine and analyze the role of a professional in the Broadcasting or Entertainment industries.	M											M		M
MO2. Apply skills learned in previous courses to a worksite situation.	M										M	M	M	M
MO3. Develop new expertise in an area of the Broadcasting or Entertainment industries.	M										M	M	M	M
MO4. Develop and apply an industry-standard work ethic and team skills.	M										M	M		M
MO5. Improve work performance by adapting and changing as needed according to evaluation by worksite supervisor.	M										M	M		M

Key for Level of Learning
 (Use for Mapping SLOs/MOs to PLOs to ILOs)
 I = Knowledge/Skill Introduced
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