Course:

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| **Student Learning Outcome** | **Summative Assessment** | **Knowledge and Skills for Summative Assessment** | **Formative Assessment** | **Resources and Materials** |
| What should students be able to at the end of the learning experience?  | How will they demonstrate that they have met the outcome?  | What will they need to demonstrate they can competently complete the assessment? | How can they practice and check/get feedback on the skills? What activities will support their development from where they are at to where the outcome is?  | How can they acquire and self-check their knowledge? What content do they need to build the knowledge needed to demonstrate their learning?  |
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| EXAMPLE:Research and discuss the current landscape of media ownership in the United States | EXAMPLE: Presentation of research on one of the Big 6 US media companies, identifying connections and shared interests with at least 1 of the other 5 media companies.  | EXAMPLE: Research skills, including identifying assets, basic reading and understanding of key financial and regulatory sourcesInformation literacy skills (credibility of sources)Synthesis of multiple sources and points of informationHow to represent and communicate information effectively | EXAMPLE: Research ownership activity on “The Office” Defining and contextualizing key financial terminologyExploring FCC websiteInformation Literacy CRAP Test practiceComparing “The Office” production vs. distributionCrowd source prior knowledge from Public Speaking (SP 220) courseCritique of existing media ownership charts | EXAMPLE: History of media ownership in US informationFCC ownership regulation informationKey media ownership terminology (mergers, lateral/vertical integration, minority ownership, production vs. distribution, etc.) CRAP Test Key media ownership terminologyBest practices for presentationsPresentation modality ideas |
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