Degree Program Assessment Plan

Degree Program - MC - Communication Studies (MA)

CIP Code: 23.1304.00
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Program Purpose Statement: The Department of Communication Studies at Texas Tech prepares students for careers in business, industry, social service, and education. Plans are offered that allow for the study of communication skills and theories and their applications to problems in work and social settings. In addition to classroom instruction, the department sponsors cocurricular and extracurricular activity in forensics (speech and debate) and supports a chapter of Lambda Pi Eta (the National Communication Honor Society of the National Communication Association). For advanced students, an undergraduate internship in communication studies is an option, which provides an opportunity for practice in applied settings.

Student Learning Outcome: Student Learning Outcome 1: Research Design

Students will be able to formulate a communication-based research question and construct an appropriate research design (model, theory, or concept) for answering it.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2016

Assessment Methods

- **Student Projects** - Professor's assessment of a research proposal and/or the thesis director's assessment of the student's thesis proposal based on the "Student Learning Outcome 1" rubric provided. (COMS 5301, 5305, 5307 and individual theses or 2-paper proposals are presented). (Active)

  **Criterion:** Eighty percent of the students should be assessed at the combined "Acceptable" or "Excellent" levels.
  **Schedule:** Annual assessment each time the three methods courses (COMS 5301, 5305, 5307) are taught and when theses or 2-paper proposals are completed by students.

  **Related Documents:**
  Gring_2016 COMS Grad Assessment Final.docx

- **Course Level Assessment** - Final Grades for the course (Active)

  **Criterion:** Eighty percent of students should be able to pass the course at the combined level of "A" or "B."
  **Schedule:** Annually as the course is taught.

  **Related Documents:**
  Roach_2016 Fall COMS 5305 001 Assessment.docx
### Student Learning Outcome: Student Learning Outcome 2: History of Field

Students will be able to articulate the historical development of Communication Studies.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2016

#### Assessment Methods

<table>
<thead>
<tr>
<th>Essays - COMS 5306 use of Student Learning Outcome 2 rubric to assess the final paper in the Theories of Rhetoric class. (Active)</th>
</tr>
</thead>
</table>
| **Criterion:** Eighty percent of students should be able to complete the final assignment with an assessment of Acceptable or Excellent.  
**Schedule:** Annually (each Fall semester) the Theories of Rhetoric class is taught.  
**Related Documents:** Gring_2016 COMS Grad Assessment Final.docx |

<table>
<thead>
<tr>
<th>Course Level Assessment - COMS 5306 Final Grades (Active)</th>
</tr>
</thead>
</table>
| **Criterion:** Eighty percent or more of the students should be able to pass the course with a grade of B or higher  
**Schedule:** Annually: each Fall semester when the course is taught. |

### Student Learning Outcome: Student Learning Outcome 3: Philosophical Paradigm Critique

Students will be able to articulate the differences between epistemological, axiological, and ontological assumptions of communication paradigms and evaluate a theory based on these criteria.

**Outcome Status:** Active  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2016

#### Assessment Methods

<table>
<thead>
<tr>
<th>Course Level Assessment - COMS 5300 (Communication Theory) Student Learning Outcome 3: Students will be able to articulate the differences between epistemological, axiological, and ontological assumptions of communication paradigms and evaluate a theory based on these criteria. (Active)</th>
</tr>
</thead>
</table>
| **Criterion:** Eighty percent or more of the students should be able to achieve the combined levels of Acceptable or Excellent.  
**Schedule:** Annually as the course is taught  
**Related Documents:** Gring_2016 COMS Grad Assessment Final.docx |

<table>
<thead>
<tr>
<th>Course Level Assessment - Final Grades for the COMS 5300 course (Active)</th>
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</table>
| **Criterion:** Eighty percent of the class should be able to achieve a grade of B or A.  
**Schedule:** Annually; Each Fall as the course grades are completed. |