Degree Program Assessment Plan

Degree Program - MC - DE - Strategic Communication and Innovation (MA)

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Student Learning Outcome: Theory & Research
Apply communication theory and applied research techniques to the practice of strategic communication.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 06/01/2015
End Date: 05/31/2016

Assessment Methods
- Course Level Assessment - MCOM 5366 (Seminar in Mass Communication Theory): Theory application paper. (Active)
  Criterion: 70% or more of students will earn 70/C or higher on application paper.
- Course Level Assessment - MCOM 5364 (Research Methods): Research proposal. (Active)
  Criterion: 70% or more of students will earn 70/C or higher on research proposal.
- Capstone Assignment/Project - MCOM 6050 (Final Project): Research project. (Active)
  Criterion: 70% or more of students will earn 70/C or higher on research project.

Student Learning Outcome: Strategic Communications/Planning
Effectively apply strategic communications planning processes, critical thinking and problem-solving strategies to real-world challenges.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 06/01/2015
End Date: 05/31/2016

Assessment Methods
- Course Level Assessment - MCOM 5310 (Strategic Communication Planning & Writing): Strategic Communication Plan (Active)
  Criterion: 70% or more of students will earn 70/C on strategic communication plan.
- Course Level Assessment - MCOM 5312 (Media Mgmt., Entrepreneurship & Consulting): Business entrepreneurship project. (Active)
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<th>Criterion: 70% or more of students will earn 70/C on business entrepreneurship project.</th>
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**Course Level Assessment** - MCOM 5316 (Communication in Organizations): Organizational communication plan. (Active)

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<th>Criterion: 70% or more of students will earn 70/C on organizational communication plan.</th>
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### Student Learning Outcome: Global Communications

Effectively engage in the practical application of strategic communication in a global environment.

- **Outcome Status:** Active
- **Outcome Type:** Student Learning
- **Start Date:** 06/01/2015
- **End Date:** 05/31/2016

**Assessment Methods**

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<th>Course Level Assessment - MCOM 5314 (Strategic Communication in a Global Environment): Final presentation. (Active)</th>
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<th>Criterion: Criterion: 70% or more of students will earn 70/C on final presentation.</th>
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<th>Course Level Assessment - MCOM 5314 (Strategic Communication in a Global Environment): Exam. (Active)</th>
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| Criterion: 70% or more of students will earn 70/C on exam. |