Assessment: Assessment Plan

TEXAS TECH UNIVERSITY
Office *of the* Provost
Office *of* Planning & Assessment™

Degree Program - MC - Digital Media and Professional Communication (BA)

CIP Code: 09.0702.00

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Modality: Fully Online (86-99% Online), Face-to-Face, Hybrid/Blended, Electronic-to-Group, Off Campus Face-to-Face

Student Learning Outcome: Processes of Communication

Students will demonstrate competence in the foundations of media and communication processes

Outcome Status: Active
Outcome Type: Program
Start Date: 09/21/2018

Assessment Methods

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will earn a 70/C or better on the professional profile and portfolio assessment.

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will make a 70/C of higher on the communication audit assignment.

Final Grade: MCOM 1300 Foundations of Media and Communication (Active)
Criterion: 70% of students will earn a 70/C or better in MCOM 1300

Student Learning Outcome: Audience analysis

Students will demonstrate the ability to analyze communication audiences using demographic, psychographic, and other variables

Outcome Status: Active
Outcome Type: Program
Start Date: 09/21/2018

Assessment Methods

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will earn a 70/C or higher on the Professional Profile assignment.

Students will deliver presentations to a variety of audiences in MCOM 2310. (Active)
Criterion: DMPC students who take MCOM 2310 will pass with 70/C or better.

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Student Learning Outcome: Media & Communication Problem-Solving

Students will demonstrate problem-solving skills for real-world scenarios facing media and communication industries

Outcome Status: Active
Outcome Type: Program
Start Date: 09/21/2018

Assessment Methods

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will earn a 70/C or better on the Communication Audit assignment.

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will earn a 70/C or better on the Communication Plan assignment.

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will earn a 70/C or better on the Communication Technology Recommendation/Feasibility Study assignment.

Student Learning Outcome: Communication Literacy

Students will demonstrate the ability to communication in a professional presentation

Outcome Status: Active
Outcome Type: Program
Start Date: 09/21/2018

Assessment Methods

Assignment: PCOM 4325 (Active)
Criterion: 70% of students will earn a 70/C or better on the project evaluation/lessons learned presentation.

Final Grade: MCOM 2310 (Active)
Criterion: 70% of students will pass MCOM 2310 with a 70/C or better