Assessment: Assessment Plan

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

Degree Program - MC - Mass Communication (MA)

CIP Code: 09.0102.00

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Program Purpose Statement: This program aims to prepare students for advanced inquiry and management positions by outlining how theory and data can be used to achieve goals and answer questions.
Modality: 100% Online, Face-to-Face

Student Learning Outcome: Theory Awareness

Students will demonstrate mastery of various communication theories and how to apply them to predict behavior/outcomes
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 06/01/2015

Assessment Methods

Course Level Assessment - Students will pass MCOM 5366 (Seminar in Mass Communication Theory) where they will be tested broadly over their knowledge of communication theory; they will identify a theory and flesh out its use in a study. (Active)
Criterion: 80% of the students in the class must pass the course with a B or better

Capstone Assignment/Project - Students will discuss how theory was consulted in their final research project to guide their recommendations. (Active)
Criterion: 80% of students in any given semester completing their final projects will pass

Course Level Assessment - Students in MCOM 5366 will complete a final project in which they demonstrate mastery of communication theory. (Active)
Criterion: At least 80% of students in the course will earn a B or higher on the final project.

Student Learning Outcome: Research Methodology Awareness

Students will mastery of various communication research methodologies and how to apply them to answer questions
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2015

Assessment Methods

Course Level Assessment - Students will pass MCOM 5364 (Research Methods) where they will be tested broadly over their knowledge of communication research methodology and will propose a research study (Active)
Criterion: 80% of student in class must pass the course with a B or better

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Capstone Assignment/Project - Students enrolled in MCOM 6050 will design a research study and collect data to answer questions related to communication (Active)
Criterion: At 80% of students completing the final project in a given semester will earn a passing grade.

Course Level Assessment - Students in MCOM 5364 will complete a final project in which they demonstrate mastery of research methods. (Active)
Criterion: At least 80% of the students in the course will earn a grade of B or higher on the final project.

Student Learning Outcome: Analytics Awareness

Students will demonstrate ability to make sense of primary and/or secondary data

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2015

Assessment Methods

Capstone Assignment/Project - Students enrolled in MCOM 6050 will analyze data collected and properly interpret and make inferences from data as part of their final project. (Active)
Criterion: At least 80% of the students enrolled in MCOM 6050 in any given semester will pass.

Course Level Assessment - In MCOM 5364, students will identify means of analysis (Active)
Criterion: 80% of students in class must pass the course with a B or better