

# Assessment: Assessment Plan

## Degree Program - MC - Media Strategies (BA)

**CIP Code:** 09.0102.00

**Degree Program Coordinator:** Kelli Cargile-Cook

**Degree Program Coordinator Email:** kelli.cargile-cook@ttu.edu

**Degree Program Coordinator Phone:** (806) 834-2883

**Degree Program Coordinator Mail Stop:** 3082

**Modality:** Face-to-Face

### Student Learning Outcome: Media Industry History & Structure

Students completing a Media Strategies degree should be able to demonstrate knowledge of the historical development and current state of the media industry, including the role of communication innovations and media entrepreneurship.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2015

#### Assessment Methods

**Exam - MCOM 2330:** Exam covering the role and history of the media industry. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the exam.

**Student Projects - MCOM 4325:** Students will complete an original case study examining an existing media innovation and how it affected the media industry. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the case study.

### Student Learning Outcome: Media Research & Theory

Students completing a Media Strategies degree should be able to apply media research methodologies and theories to the critique and analysis of media processes, channels, and content, including the role of and impact on media entrepreneurship.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2015

#### Assessment Methods

**Exam - MCOM 2330:** Exam covering media and media effects theories and concepts. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on exam.

**Student Projects - MCOM 4325:** Students will conduct primary and secondary research as part of developing a written business plan for an entrepreneurial media concept. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the business plan.

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## Student Learning Outcome: Media Message Design & Delivery

Students completing a Media Strategies degree should be able to demonstrate the ability to design and deliver targeted messages to a variety of audiences, with special consideration given to persuasive written and oral communication.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2015

### Assessment Methods

**Oral exam** - MCOM 4325: Students will deliver an elevator pitch to a potential investor regarding their media innovation. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the elevator pitch.

**Essays** - MCOM 4325: Students will author weblogs focusing on media innovation and entrepreneurship tailoring their content to be of interest to practitioners, investors, and consumers in various media-related sectors. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the weblog assignment.

**Capstone Assignment/Project** - MCOM 4325: Students will create and deliver a final pitch to a panel of potential investors regarding their media innovation/entrepreneurial concepts. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the final pitch.

## Student Learning Outcome: Media Entrepreneurship

Students completing a Media Strategies degree should be able to analyze the media environment to identify opportunities for media entrepreneurship and propose innovative solutions that capitalize on those opportunities.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2015

### Assessment Methods

**Capstone Assignment/Project** - MCOM 4325: Students will complete a business model canvas and business plan assignment analyzing entrepreneurial opportunities in a variety of media sectors and then propose an innovation or entrepreneurial concept to capitalize on those opportunities. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the business plan assignment.

**Capstone Assignment/Project** - MCOM 4325: Students will prepare and deliver a final pitch along with supporting evidence, collateral, and examples to a panel of investors. (Active)

**Criterion:** 70% or more of students will earn 70/C or higher on the final pitch.

**Capstone Assignment/Project** - MCOM 4325: Members of investor panel for final pitch will provide expert feedback on the quality of student pitches and entrepreneurial concepts, including assessment of creativity, feasibility, financials, etc., as well as feedback on the students written and oral pitch components. (Active)

**Criterion:** A majority of the pitches will be judged as high quality by the external reviewers/panel members as expressed via written feedback to the instructor.