

Assessment: Assessment Plan

Degree Program - MC - Media & Communication (PHD)

CIP Code: 09.0102.00

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Program Purpose Statement: This program aims to prepare students with the ability to generate knowledge that contributes to our overall knowledge of communication processes and effects as they relate to local, national and global concerns.

Modality: Face-to-Face

Student Learning Outcome: Theory awareness

Students will be able to identify, critique and utilize communication theory

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

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; and they will identify a theory and flesh out its use in a study. (Active)

Criterion: 80% of students in class must pass the course with a B or better

Course Level Assessment - Students will take MCOM 6366 Advanced Theory where they will critique theory and select one theory that they will test in their dissertation. (Active)

Criterion: 80% of students in class must pass the course with a B or better

Qualifying Exam - Students will expertly detail communication theory in a comprehensive exam. (Active)

Criterion: 80% of students in any given semester taking their comprehensive exams will pass the theory portion

Course Level Assessment - Students will complete a final project in MCOM 5366 (Seminar in Mass Communication Theory) that demonstrates their mastery of communication theory. (Active)

Criterion: At least 80% of the students in the course will earn a B or higher on the final project.

Course Level Assessment - Students will complete a final project in MCOM 6366 (Advanced Theory) that demonstrates their mastery of communication theory. (Active)

Criterion: At least 80% of the students in the course will earn a B or higher on the final project.

Student Learning Outcome: Research Methods Awareness

Students will be able to identify, critique and utilize research methodology

Outcome Status: Active

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Outcome Type: Student Learning

Start Date: 09/01/2015

Assessment Methods

Course Level Assessment - Students will pass MCOM 5364 (Quantitative Methods) where they will be tested broadly over their knowledge of communication research methodology; and they will propose a quantitative study. (Active)

Criterion: 80% of students in class must pass the course with a B or better

Course Level Assessment - Students will pass a Qualitative Methods course where they will be tested broadly over their knowledge of communication research methodology; and they will propose a qualitative study. (Active)

Criterion: 80% of students in class must pass the course with a B or better

Qualifying Exam - Students will expertly detail communication research methodology in a comprehensive exam (Active)

Criterion: 80% of students in any given semester taking their comprehensive exams will pass the methods portion

Course Level Assessment - Students will complete a final project in MCOM 5364 in which they demonstrate mastery of quantitative methods. (Active)

Criterion: At least 80% of the students in the course will earn a B or higher on the final project.

Course Level Assessment - Students in the Qualitative Methods course will complete a final project in which they demonstrate mastery of qualitative methods. (Active)

Criterion: At least 80% of the students in the course will earn a B or higher on the final project.

Student Learning Outcome: Integration of Theory and Methodology

Students will integrate theory and methodology through study design and completion.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

Assessment Methods

Dissertation - Students will complete and successfully defend their dissertations that involve the integration of theory and methodology (Active)

Criterion: 80% of students attempting to defend a dissertation every semester will be successful

Employment - Students will interview and secure employment with prospective employers where they outline how they integrate theory and methodology (Active)

Criterion: 80% of students will secure employment upon completion of degree