

Assessment: Assessment Plan

Degree Program - MC - Public Relations (BA)

CIP Code: 09.0902.00

Disciplinary Accrediting Body: N/A

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Modality: Face-to-Face

Student Learning Outcome: PR Practice

Students completing a Public Relations degree should be able to demonstrate knowledge of the historical development of public relations practice and current state of the industry, including the impact of traditional and emerging media.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

Assessment Methods

Exam - PR 2310: History exam. (Active)

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

Exam - PR 3315: Digital and online media exam. (Active)

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

Oral exam - PR 3308: Presentations on modern PR firms/units and notable PR practitioners. (Active)

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

Student Learning Outcome: PR Theory & Methods

Students completing a Public Relations degree should be able to apply public relations research methodologies and theories to the critique and analysis of communication processes, channels, audiences, and messages, to inform the development of effective strategies to address organizational concerns.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

Assessment Methods

Student Projects - PR 3311: Original student-created case study analyzing PR problem/opportunity. (Active)

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

Student Projects - PR 4380: Applied research project. (Active)

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

Capstone Assignment/Project - PR 4412: Student account teams will produce reports detailing primary research conducted for the campaign as well as a strategic campaign plan. (Active)

Criterion: 70% or more of students will earn 70/C or higher on these assignments.

Student Projects - PR 3300: Theory-application to a communication problem assignment/project (Active)

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

Student Learning Outcome: PR Strategies & Tactics

Students completing a degree in Public Relations should be able to demonstrate the ability to design and deliver strategically based tactics across a variety of mediated and interpersonal communication channels taking into consideration target public diversity as well as ethical and legal considerations.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

Assessment Methods

Portfolio Review - PR 3312: Final portfolio of student written tactics. (Active)

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

Student Projects - PR 3315: Final project outlining digital media strategy and tactics for a client. (Active)

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

Portfolio Review - PR 3341/3345 (students must complete one; may take both): Final portfolio of student traditional and multimedia tactics. (Active)

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

Student Learning Outcome: PR Management

Students completing a degree in Public Relations should be able to analyze operational environments and propose appropriate strategic responses to manage organizational resources, relationships, stakeholders, issues, conflict, and reputation.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

Assessment Methods

Student Projects - PR 3311: Original student-created case study examining public relations scenario. (Active)

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

Student Projects - PR 3308: Original student-created case study analyzing a public relations management issue. (Active)

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

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Capstone Assignment/Project - PR 4412: Student account teams will be evaluated on the quality of their final campaign book by the instructor and the real-world client. (Active)

Criterion: 70% or more of students will be judged as prepared for PR practice by the client and 70/C or higher on the final campaign book.