Assessment: Assessment Plan

Degree Program - MC - Strategic Communication and Innovation (MA)

CIP Code: 09.0900.00
Degree Program Coordinator: Mary Norman
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Modality: Fully Online (86-99% Online)

Student Learning Outcome: Theory & Research
Apply communication theory and applied research techniques to the practice of strategic communication.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 06/01/2015
End Date: 05/31/2016

Assessment Methods

Course Level Assessment - MCOM 5366 (Seminar in Mass Communication Theory): Theory application paper. (Active)
Criterion: 70% or more of students will earn 70/C or higher on application paper.

Course Level Assessment - MCOM 5364 (Research Methods): Research proposal. (Active)
Criterion: 70% or more of students will earn 70/C or higher on research proposal.

Capstone Assignment/Project - MCOM 6050 (Final Project): Research project. (Active)
Criterion: 70% or more of students will earn 70/C or higher on research project.

Student Learning Outcome: Strategic Communications/Planning
Effectively apply strategic communications planning processes, critical thinking and problem-solving strategies to real-world challenges.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 06/01/2015
End Date: 05/31/2016

Assessment Methods

Course Level Assessment - MCOM 5310 (Strategic Communication Planning & Writing): Strategic Communication Plan (Active)
Criterion: 70% or more of students will earn 70/C on strategic communication plan.

Course Level Assessment - MCOM 5312 (Media Mgmt., Entrepreneurship & Consulting): Business entrepreneurship project.
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| (Active) |  
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| **Criterion:** 70% or more of students will earn 70/C on business entrepreneurship project. |  

**Course Level Assessment** - MCOM 5316 (Communication in Organizations): Organizational communication plan. (Active)

| (Active) |  
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| **Criterion:** 70% or more of students will earn 70/C on organizational communication plan. |  

**Student Learning Outcome:** Global Communications

Effectively engage in the practical application of strategic communication in a global environment.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 06/01/2015

**End Date:** 05/31/2016

**Assessment Methods**

| (Active) |  
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| **Course Level Assessment** - MCOM 5314 (Strategic Communication in a Global Environment): Final presentation. (Active) |  

| **Criterion:** Criterion: 70% or more of students will earn 70/C on final presentation. |

| (Active) |  
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| **Course Level Assessment** - MCOM 5314 (Strategic Communication in a Global Environment): Exam. (Active) |  

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