

Assessment: Assessment Plan

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

CIP Code: 09.0900.00

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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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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)

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

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.

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.