### Communication MA – Graduate School

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Assessment Method</th>
</tr>
</thead>
</table>
| SLO1: Students will identify and discuss historical developments and varying perspectives of the communication discipline. | **Measure 1:** The first two weekly writing responses of all COMM 500 students will be reviewed in order to assess this student learning outcome. Student responses will be analyzed using the attached rubric that primarily assess student knowledge and understanding of the different communication paradigms as well as the major historical developments leading to contemporary communication scholarship. **Performance Target 1:** Two weekly writing response for ALL COMM 500 students will be analyzed by an independent committee of graduate faculty for this assessment. Eighty percent of essays analyzed must receive a 4 rating or better for all items on the attached rubric.  
**Measure 2:** The final exam essay response for all COMM 510 students will be reviewed in order to assess this student learning outcome. Student essay responses will be analyzed using the attached rubric that primarily assesses student knowledge and understanding of the different communication paradigms and theoretical traditions. **Performance Target 2:** The final essay response for ALL COMM 510 students will be analyzed by an independent committee of graduate faculty for this assessment. Eighty percent of essays analyzed must receive a 4 rating or better for all items on the attached rubric. |
| SLO2: Students will explain, analyze, and apply communication theory to explain relevant case studies. | **Measure 1:** Analysis of final paper in COMM 510 will serve as the assessment method for this student learning outcome. The paper will ask students to apply a communication theory to a professional and/or personal situation; students must apply communication theory to analyze the communicative situation and suggest how theory suggests the situation should proceed. **Performance Target 1:** The papers for ALL COMM 510 students will be analyzed by an independent committee of graduate faculty for this assessment. Eighty percent of papers analyzed must receive a 4 rating or better for all items on the attached final essay rubric.  
**Measure 2:** Analysis of the comprehensive examination written response will serve as the assessment method for this student learning outcome. The comprehensive examination process requires students to integrate appropriate communication theory(ies) and conceptual frameworks as support for their response. Theoretical connection and application as well as explanation will be the focus of this particular assessment. **Performance Target 2:** The comprehensive examination response for ALL graduating students will be analyzed by an independent committee of graduate faculty for this assessment. Eighty percent of exam responses analyzed must receive a 4 rating or better for all items on the attached rubric. |
### Communication MA – Graduate School

(continues)

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Assessment Method</th>
</tr>
</thead>
</table>
| **SLO3:** Students will demonstrate in-depth knowledge of quantitative/qualitative research methodologies common to the communication discipline. | **Measure 1:** A comparative essay in COMM 501 will ask students to compare and contrast different research methods. Students will be required to include the strengths and weaknesses associated with each method in relation to the other methods identified.  
**Performance Target 1:** The essay response for ALL COMM 501 students will be analyzed by an independent faculty committee for this learning outcome. Eighty percent of the essays analyzed must score a 4 rating or better on all items measured through the attached rubric.  
**Measure 2:** The study design assignment from the COMM 500 will serve as the second measure for this outcome. The accurate and comprehensive use of a qualitative research method(s) and/or quantitative methods as well as the description of that methodology will be assessed through a question that asks students to design a primary research study based on a contemporary communication investigation.  
**Performance Target 2:** The study design assignments for ALL COMM 500 students will be analyzed by an independent faculty committee for this learning outcome. ALL of the research papers analyzed must score a 4 rating or better on all measured through the attached rubric. |
| **SLO4:** Students will develop writing and presentation skills to enhance professional practice. | **Measure 1:** The campaign case assignment in COMM 520 will be analyzed for this learning outcome. The attached rubric will review each student's writing skills as well as their ability to appropriately and effectively present information through a professional and aesthetically pleasing print product.  
**Performance Target 1:** The campaign case assignment submission for ALL COMM 520 students will be analyzed by an independent committee of graduate faculty for this assessment. Eighty percent of essays analyzed must receive a 4 rating or better for all items on the attached rubric.  
**Measure 2:** The campaign case presentation assignment in COMM 520 will be analyzed for this learning outcome. The attached rubric will review the elements important to a professional and effective oral presentation of the plan's content.  
**Performance Target 2:** The campaign case presentation assignment for ALL COMM 520 students will be analyzed by the instructor of record as well as two evaluators external to the course. Eighty percent of essays analyzed must receive a 4 rating or better for all items on the attached rubric. |
### Outcome Assessment Method

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Assessment Method</th>
</tr>
</thead>
</table>
| SLO5: Students will analyze and evaluate published scholarship in the field. | **Measure 1:** The article critique assignment in COMM 500 will serve as the assessment method for this student learning outcome. The article critique requires students to evaluate the strength of the article as well as logically and accurately incorporate source material to support their evaluation in relevant and meaningful ways. In order to do this successfully, students must demonstrate their ability to critically read, analyze and apply scholarly sources.  
**Performance Target 1:** The article critique assignment for ALL COMM 500 will be analyzed by an independent committee of graduate faculty. Eighty percent of essays analyzed must receive a 4 rating or better for all items on the attached rubric.  
**Measure 2:** Analysis of the study design assignment in COMM 500 will serve as the assessment method for this student learning outcome. The study design paper requires students to integrate appropriate and accurate source material to support an extensive literature review based on a theory and research design of their choice; therefore, students must demonstrate their ability to critically read, analyze and apply secondary sources in the form of both scholarly and non-scholarly publications.  
**Performance Target 2:** The study design paper for ALL COMM 510 students will be analyzed by an independent committee of graduate faculty for this assessment. Eighty percent of papers analyzed must receive a 4 rating or better for all items on the attached prospectus rubric. |