

Program Assessment Plan
 American University
 Academic Program: SOC: Communication Studies - BA

Academic Program: SOC: Communication Studies - BA

Program Mission: To develop liberally-educated and professionally-trained communicators who are equipped, intellectually and ethically, to convey the issues of contemporary society.

Contact Person for Kathryn Montgomery

Assessment:

Unit Website Address: <http://www.american.edu/soc/communication-studies/>

Unit's Primary Department: Communication Studies

COLA Reader -1: Joe Graf

COLA Reader -2: Kathy McAdams

Learning Outcome: Historical Understanding

Gain an understanding of the history of media systems and the forces shaping contemporary media systems today.

Assessment plan: history of media content covered in required Comm 100 course, Understanding Media. In process of revising uniform outcomes and assessment guidelines for this course to ensure history outcomes are achieved. Other courses that include media history content include the following electives: Comm 270, 360, 305, 511, 517, and 527.

Outcome Year: 2012-2013

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Assessment plan: history of media content covered in required Comm 100 course, Understanding Media. In process of revising uniform outcomes and assessment guidelines for this course to ensure history outcomes are achieved. Other courses that include media history content include the following electives: Comm 270, 360, 305, 511, 517, and 527. Outcome will be assessed by sampling 3-5 papers from each of these courses to be analyzed by a group of professors who will determine if the learning outcome has been met. Measure Type: Written Assignment	75% of papers will demonstrate historical understanding.	Spring 2014	Yes

Learning Outcome: Theoretical and Methodological Understanding

Gain basic understanding of major theories in the communication field and principle methodologies to undertake research.

Assessment plan: Students required to take Comm 209: Communication and Society. Assessment includes final examinations on major theories in the field of communication.

Outcome Year: 2012-2013

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Randomly sample 15 papers from Comm 209 to be analyzed by professors who will determine student mastery of theories and methodologies. Measure Type: Written Assignment	75% of student papers.	Spring 2014.	Yes

Learning Outcome: Interdisciplinary Skills

Obtain an interdisciplinary mix of fundamental professional and scholarly skills in communication (journalism, public communication, film and media arts).

Assessment plan: Final projects and exams in the following required courses: Comm 105: Visual literacy; Comm 200: Writing for Communication; Comm 305: Digital Skills

Outcome Year: 2012-2013

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Sample 15 final projects and/or papers from the above courses to be evaluated by professors to determine whether students have demonstrated interdisciplinary understanding. Measure Type: Final Paper/ Final Project	80% of papers.	Spring 2014.	Yes

Learning Outcome: Disciplinary Specialization

Gain a deeper understanding of (and develop sharper skills in) one of the sub-disciplines (journalism, public communication, film and media arts).

Assessment plan: Review of final projects in professional courses.

Outcome Year: 2012-2013

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Sample three papers or projects from each of the three sub-disciplines to be evaluated by professors who will determine student proficiency in the specialization. Measure Type: Final Paper/ Final Project	75% of students.	Spring 2013.	Yes