



International Communication (M.A.)

Department Website: <http://www.american.edu/sis/>

1. Learning Outcomes

Outcome 1: Describe and distinguish among the major schools of thought in International Communication and be able to apply these theories to explain international phenomena:

Outcome 2: Identify and explain the roles of communication in International Affairs. This includes cultural, economic, political, social, psychological, technological and other key dimensions.

Outcome 3: Develop and execute research projects that integrate theory and empirics and develop analytic skills;

Outcome 4: Attain in-depth substantive knowledge in two areas of their degree program (core and concentration/related field);

Outcome 5: Develop their writing and speaking skills so they can convey clearly and effectively their knowledge.

Outcome 6: Understand/apply concepts of economics of International Communication and global media.

2. Assessment Plan

Measures	Target	Learning Outcomes	Cycle and Reviewers
Measure 1 (Direct) Checklist of oral comp and new oral comp procedure (students will prepare prior to the oral comp a discussion document not to exceed 4-6 pages and responding to 3 questions: where SRP fits into the field and through this identifying major schools of thought; knowledge economy or social and economic development question; cross-cultural question)	70% receive a 4 or 5 on the rubric	Outcome 1 Describe and distinguish among the major schools of thought in International Communication and be able to apply theories to explain international phenomena	Faculty meets yearly in an assessment meeting to go over together their findings based on the checklists and makes recommendations for changes. Note that this outcome will be examined on a biannual basis beginning with Spring 2010. Faculty will meet in spring 2009 to craft the checklist.
Measure 1 (Direct) Checklist to be completed by each SRP faculty supervisor; checklist provides measures of Outcome 2.	70% receive a 4 or 5 on the rubric.	Outcome 2 Develop and execute research projects that integrate theory and empirics and develop analytic skills	Data collected bi-annually for discussion at the yearly assessment meeting, beginning Spring 2011. Faculty meet in Fall 2009 to craft the checklist.