

# Communication Fall 2017 Assessment Plan

## 1. Advertising BA: Fall 2017

### Learning Outcomes to Assess: Introduction to Advertising (54-1600)

*Students should be able to:*

- *Explain the functions of advertising and the various positions within it*
- *Understand various advertising theories and their implications and relevance, within a historical framework*
- *Comprehend and be able to develop a basic multi-platform campaign*
- *Write correctly and clearly in forms and styles appropriate for the media professions, audiences and purposes they serve*
- *Gather and report information thoroughly and accurately using a wide range of sources*

### Courses, Artifacts, and Methods:

*Timing: December 2017, Analysis: Early 2018*

- *Tool: The same 60 question Final Exam will be used across 2 sections of Introduction to Advertising.*
- *Analysis: After Final Exam is graded, we can explore strengths, and the deficiencies that can be improved moving forward*
- *Results: A summary will be produced highlighting the method, analysis and next steps*
- *Results: A short summary will be produced highlighting the method, analysis and next steps*

## 2. Program: Public Relations BA: Fall 2017

### Learning Outcomes to Assess: Public Relations Writing (54-1701)

*Students should be able to:*

- *Prepare press releases and other PR writings that demonstrate critical thinking skills related to the 5W's – who, what, where, when, and why.*
- *Craft messages to promote PR strategies, evidenced by pre-writing documentation.*
- *Write, revise and polish PR content in media communications in form and style that meets professional standards*

### Courses, Artifacts, and Methods:

- *Timing: December 2017, Analysis: Early 2018*
- *Panel of faculty and outside evaluators will analyze and rate final press release drafts selected randomly from students' final portfolios, according to the [rubrics at this link](#).*
- *Results: A short summary will be produced highlighting the method, analysis and recommendations for next steps*

## 5. Program: Radio BA: Fall 2017

## **Learning Outcomes to Assess: WCRX Practicum (41-3300)**

*Students should be able to:*

- *Produce a professional quality radio/audio portfolio*
- *Identify and understand the decision-making process involved with ethical dilemmas and issues*

### **Courses, Artifacts, and Methods:**

- *Timing: in Fall 2017. Analysis: Late Spring 2018*
- *Assessment of Portfolio/Demos collected from the practicum class (sixteen students)*
- *The demos will be assessed by one faculty member and two members of the radio industry, according to a rubric to be devised from a combination of two tested rubrics (WCRX Audition Tape Evaluation and WCRX Practicum – Air Critique Sheet) successfully employed for previous Radio Department assessment.*

***The following is added – new final draft***

## **3. Program: Social Media and Digital Strategy major**

### **Learning Outcomes to Assess: Introduction to Social Media and Digital Strategy (53/54-1200)**

*Students should be able to:*

- *Discuss some of the best social media and digital strategy practices in business, media and non profits, assessing brand building ideas, audience engagement approaches and emerging trends.*
- *Identify and apply the terminology and fundamentals of social and other digital media platforms.*

### **Courses, Artifacts, and Methods:**

- *Timing: in Fall 2017; Analysis Spring 2018*
- *Tool: The same midterm exam will be used in two sections of the course.*
- *Analysis: After the midterm is graded, we can explore strengths, and the deficiencies that can be improved moving forward*
- *Results: A summary will be produced highlighting the method, analysis and next steps*

## **4. Program: Multimedia Journalism and Multimedia Photojournalism, BA:**

### **Learning Outcomes to Assess: Introduction to Journalism (53-1011)**

*Students should be able to:*

- *Write correctly and clearly in forms and styles appropriate for the media professions, audiences and purposes they serve*
- *Gather and report information thoroughly and accurately using a wide range of sources*

- *Results: A short summary will be produced highlighting the method, analysis and recommendations for next steps*

**Courses, Artifacts, and Methods:**

- *Timing: in Fall 2017; Analysis Spring 2018*
- *Assessment of final major writing assignment: Interview with a News Consumer story. Artifacts will be collected from multisection course that's required of all multimedia journalism and photojournalism students.*
- *The artifacts will be evaluated by Communication Department faculty members, using a tested rubric.*
- *Results: A short summary will be produced highlighting the method, analysis and recommendations for next steps*