

Mass Communication (MA) – PSFA**Director/Chair: Dr. Temple Northup****Assessment Lead: Dr. Amy Schmitz-Weiss****Step 1: Student Learning Outcome**

DLO 4: Possess critical thinking and analytical skills to apply to mass communication and media studies phenomena.

Step 2: Assessment Methods and Measures

Method 1: Comprehensive exam.

Method 2: Masters' thesis.

Method 3: Research paper or project.

Step 3: Criteria for Success

Criterion 1: Completion of comprehensive exams that demonstrate this DLO.

Criterion 2: Completion of thesis that demonstrates the application of this DLO.

Criterion 3: Completion of a research paper/project in one of the JMS courses: JMS 600A, JMS 600B, JMS 619, JMS 620 or JMS 701 to demonstrate this DLO.

Step 4: Summary of Results

Results Summary 1: 15/15 completed exam

Results Summary 2: 3/3 completed thesis

Results Summary 3: 18/18 completed research paper/project

Step 5: Action Plan

Action Plan 1: Next cohort: Continue with comp exam plan for next year.

Action Plan 2: Next cohort: Continue with this plan for the thesis students next year.

Action Plan 3: Next cohort: Continue with students taking these courses next year to demonstrate DLO.