

Program Assessment Plan for Communication

Program Mission We empower our students with a rigorous Jesuit education in writing, speaking, critical thinking and media technology to foster meaningful, ethical participation in competitive communication professions.

Curriculum The curriculum provides more than one opportunity for students to meet the Program Learning Objectives

Key Courses And Assignments COMM 115 - Writing for Communication
 COMM 210 - Logical and Rhetorical Analysis
 COMM 215 - Introduction to Communication Theory
 COMM 316 - Communication Ethics
 COMM 415 - Senior Seminar

Program Learning Outcomes to be Assessed

PLO	1).Students shall demonstrate the written communication skills one would expect of a professional in their field of	ILOs to which the PLOs map	1
Year:			
Is the evidence	Direct or Indirect		
Where in the program	does the evidence reside?		
What tools are necessary	to collect evidence? (Rubrics, Portfolio, Embedded Exam Questions etc.)		
Benchmarks			
ListOfSources			

Program Learning Outcomes to be Assessed

PLO	2).Students shall demonstrate the oral communication skills one would expect of a professional in the field of	ILOs to which the PLOs map	1
Year:			
Is the evidence Direct or Indirect			
Where in the program does the evidence reside?			
What tools are necessary to collect evidence? (Rubrics, Portfolio,Embedded Exam Questions etc.)			
Benchmarks			
ListOfSources			

Program Learning Outcomes to be Assessed

PLO	3).Students shall demonstrate critical thinking skills and the ability to solve problems similar to those found in the field of	ILOs to which the PLOs map	1
Year:			
Is the evidence Direct or Indirect			
Where in the program does the evidence reside?			
What tools are necessary to collect evidence? (Rubrics, Portfolio,Embedded Exam Questions etc.)			
Benchmarks			
ListOfSources			

Program Learning Outcomes to be Assessed

PLO	4).Students shall demonstrate the ability to use technology common in the field of communication or mass communication	ILOs to which the PLOs map	1
Year:			
Is the evidence Direct or Indirect			
Where in the program does the evidence reside?			
What tools are necessary to collect evidence? (Rubrics, Portfolio,Embedded Exam Questions etc.)			
Benchmarks			
ListOfSources			

Program Learning Outcomes to be Assessed

PLO	5).Students shall demonstrate the ability to apply moral values to judge ethical cases in the field of communication or mass	ILOs to which the PLOs map	2,4
Year:			
Is the evidence Direct or Indirect			
Where in the program does the evidence reside?			
What tools are necessary to collect evidence? (Rubrics, Portfolio,Embedded Exam Questions etc.)			
Benchmarks			
ListOfSources			

Program Learning Outcomes to be Assessed

PLO	6).Students shall demonstrate the ability to use communication theory to analyze communication and communication media in	ILOs to which the PLOs map	3
-----	---	----------------------------	---

Year:

Is the evidence Direct or Indirect

Where in the program does the evidence reside?

What tools are necessary to collect evidence? (Rubrics, Portfolio, Embedded Exam Questions etc.)

Benchmarks

ListOfSources