

Comprehensive Assessment Plan for JMS Core Classes

<i>ILOs</i>	<i>PLOs</i>	<i>SLOs</i>	<i>Course where each SLO is assessed</i>	<i>Assessment activity/ assignment used to measure each SLO</i>	<i>Assessment tool used to measure outcome success</i>	<i>Assessment schedule – how often SLOs will be assessed</i>	<i>How data/ findings will be quantitatively or qualitatively reported</i>	<i>Designated personnel to collect, analyze, and interpret student learning outcome data</i>	<i>Program data/ findings dissemination schedule</i>	<i>Closing the loop strategies</i>
	PLO 1: Synthesize complex material and present it in a clear, concise manner.	SLO 1: Explain the nature of theory and its significance to academic research	JMS 600A: Seminar: Introduction to Graduate Studies in Mass Communication JMS 600B – Seminar: Research Methods in Mass Communication and Media Studies JMS 619- Seminar: Qualitative Methods in Media Research JMS 620 – Seminar: Quantitative Methods in Media Research JMS 701 – Seminar: Mass Communication Problems	Analytical/academic paper	Rubric created for each SLO	Once per cohort cycle (every 12 months)	Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.	SLO course instructor will assign and grade assignment using appropriate rubric.	Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.	Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.
SLO 2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication										
SLO 3: Describe, compare and contrast social scientific methodologies (quantitative and qualitative) to the study of mass communication										
SLO 6: Contextualize major events and milestones that contributed to specific mass communication phenomena										
	PLO 2: Conduct research on real-world problems, within the lense of academic theory.	SLO 9: Conduct original research and data analysis of a mass communication phenomena	JMS 619- Seminar: Qualitative Methods in Media Research JMS 620 – Seminar: Quantitative Methods in Media Research JMS 701 – Seminar: Mass Communication Problems	Academic paper and presentation, SPSS exam,	Rubric created for each SLO	Once per cohort cycle (every 12 months)	Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.	SLO course instructor will assign and grade assignment using appropriate rubric.	Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.	Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.
SLO 10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.										
SLO 4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects										
SLO 5: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.										
	PLO 3: Demonstrate ethical practices in professional and academic communication.	SLO 4: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects	JMS 600B – Seminar: Research Methods in Mass Communication and Media Studies JMS 619- Seminar: Qualitative Methods in Media Research JMS 620 – Seminar: Quantitative Methods in Media Research JMS 701 – Seminar: Mass Communication Problems JMS 799A Thesis or Project	Academic paper and presentation	Rubric created for each SLO	Once per cohort cycle (every 12 months)	Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.	SLO course instructor will assign and grade assignment using appropriate rubric.	Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.	Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.
SLO 8: Develop appreciation for the diverse ways in which social science inquiry can be conducted in advertising, journalism, media studies and public relations.										
SLO 10: Develop competency of statistical data analysis techniques (e.g., SPSS, Python) for mass communication phenomena.										

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<p><i>SDSU Doesn't currently have ILOS.</i></p>	<p>PLO 4: Possess critical thinking and analytical skills to apply to mass communication and media studies phenomena.</p>	<p>SLO 1: Explain the nature of theory and its significance to academic research</p>	<p>JMS 600A – Seminar: Introduction to Graduate Studies in Mass Communication and Media Studies JMS 600B – Seminar: Research Methods in Mass Communication and Media Studies JMS 619 – Seminar: Qualitative Methods in Media Research JMS 620 – Seminar: Quantitative Methods in Media Research JMS 701 – Seminar: Mass Communication Problems JMS 799A Thesis or Project</p>	<p>Academic paper and presentation</p>	<p>Rubric created for each SLO</p>	<p>Once per cohort cycle (every 12 months)</p>	<p>Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.</p>	<p>SLO course instructor will assign and grade assignment using appropriate rubric.</p>	<p>Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.</p>	<p>Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.</p>
		<p>SLO 2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication</p>								
		<p>SLO 3: Describe, compare and contrast social scientific methodologies (quantitative and/or qualitative) to the study of mass communication</p>								
	<p>PLO 5: Explain major theories that have been developed to explain the relationship between media, culture, and society.</p>	<p>SLO 1: Explain the nature of theory and its significance to academic research</p>	<p>JMS 600A:Seminar: Introduction to Graduate Studies in Mass Communication</p>	<p>Analytical/academic paper</p>	<p>Rubric created for each SLO</p>	<p>Once per cohort cycle (every 12 months)</p>	<p>Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.</p>	<p>SLO course instructor will assign and grade assignment using appropriate rubric.</p>	<p>Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.</p>	<p>Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.</p>
<p>SLO 2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication</p>										
<p>SLO 8: Develop appreciation for the diverse ways in which social science inquiry can be conducted in advertising, journalism, media studies and public relations.</p>										
<p>PLO 6: Undertake a research project and be able to apply social scientific rigor throughout the process from explication of the theoretical construct to synthesis of the findings.</p>	<p>SLO 9: Conduct original research and data analysis of a mass communication phenomena</p>	<p>JMS 619 – Seminar: Qualitative Methods in Media Research JMS 620 – Seminar: Quantitative Methods in Media Research JMS 701 – Seminar: Mass Communication Problems JMS 799A Thesis or Project (if project, comps will be needed)</p>	<p>Academic paper and presentation</p>	<p>Rubric created for each SLO</p>	<p>Once per cohort cycle (every 12 months)</p>	<p>Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.</p>	<p>SLO course instructor will assign and grade assignment using appropriate rubric.</p>	<p>Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.</p>	<p>Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.</p>	
	<p>SLO 5: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.</p>									
	<p>SLO 7: Write an academic paper that conforms to APA writing style</p>									
<p>PLO 7: Apply social science rigor approaches to strategic, professional and academic fields related to mass communication.</p>	<p>SLO 9: Conduct original research and data analysis of a mass communication phenomena</p>	<p>JMS 799A Thesis or Project (if project, comps will be needed)</p>	<p>Thesis; comprehensive exam (if project)</p>	<p>Rubric created for each SLO</p>	<p>Once per cohort cycle (every 12 months)</p>	<p>Report on students that completed each SLO by instructor by percentage of students scoring at the highly proficient level and/or observational narrative. Assessed every 12 months when course is taught.</p>	<p>SLO course instructor will assign and grade assignment using appropriate rubric.</p>	<p>Assessment data will be reported to Academic Programs and Planning. The University Academic Assessment council will review and provide feedback. Feedback provided will be used to improve the assessment for next cohort.</p>	<p>Assessment task force will review yearly results and identify where improvement is needed. Will provide feedback to the director for appropriate communication to course instructor.</p>	
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