## Comprehensive Assessment Plan for JMS Core Classes

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<th>ILOs</th>
<th>PLOs</th>
<th>SLOs</th>
<th>Course where each SLO is assessed</th>
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<th>Assessment tool used to measure outcome success</th>
<th>Assessment schedule – how often SLOs will be assessed</th>
<th>How data/findings will be quantitatively or qualitatively reported</th>
<th>Designated personnel to collect, analyze, and interpret student learning outcome data</th>
<th>Program data/findings dissemination schedule</th>
<th>Closing the loop strategies</th>
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<td>SLO 1: Explain the nature of theory and its significance to academic research</td>
<td>JMS 600A - Seminar: Introduction to Graduate Studies in Mass Communication</td>
<td>Analytical/academic paper</td>
<td>Rubric created for each SLO</td>
<td>Once per cohort cycle (every 12 months)</td>
<td>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.</td>
<td>SLO course instructor will assign and grade assignment using appropriate rubric.</td>
<td>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.</td>
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<td>PLO 1: Synthesize complex material and present it in a clear, concise manner.</td>
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<td>SLO 2: Describe, compare, and contrast prominent theoretical approaches to the study of mass communication</td>
<td>JMS 600B - Seminar: Research Methods in Mass Communication and Media Studies</td>
<td>Analytical/academic paper</td>
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<td>SLO 3: Describe, compare, and contrast social scientific methodologies (quantitative and qualitative) to the study of mass communication</td>
<td>JMS 619 - Seminar: Qualitative Methods in Media Research</td>
<td>Analytical/academic paper</td>
<td>Rubric created for each SLO</td>
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<td>SLO 4: Contextualize major events and milestones that contributed to specific mass communication phenomena</td>
<td>JMS 799A - Thesis or Project</td>
<td>Analytical/academic paper</td>
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<td>SLO 5: Conduct original research and data analysis of a mass communication phenomena</td>
<td>JMS 619: Seminar: Qualitative Methods in Media Research</td>
<td>Analytical/academic paper</td>
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<td>SLO 6: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects</td>
<td>JMS 620 - Seminar: Quantitative Methods in Media Research</td>
<td>Analytical/academic paper</td>
<td>Rubric created for each SLO</td>
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<td>SLO 7: Understand and apply the appropriate tools, platforms and applications for mass communication research projects</td>
<td>JMS 701 - Seminar: Mass Communication Problems</td>
<td>Analytical/academic paper</td>
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<td>JMS 600B - Seminar: Research Methods in Mass Communication and Media Studies</td>
<td>Analytical/academic paper</td>
<td>Rubric created for each SLO</td>
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<td>SLO 9: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects</td>
<td>JMS 619 - Seminar: Qualitative Methods in Media Research</td>
<td>Analytical/academic paper</td>
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<td>SLO 10: Understand and apply the ethical principles of social scientific inquiry and IRB guidelines when conducting mass communication research projects</td>
<td>JMS 619: Seminar: Qualitative Methods in Media Research</td>
<td>Analytical/academic paper</td>
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**Course offerings**
- 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
- JMS 799A - Thesis or Project
Comprehensive Assessment Plan for JMS Core Classes

SDSU Doesn’t currently have SLOs.

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

SLO 1: Explain the nature of theory and its significance to academic research.

JMS 650A - Seminar: Introduction to Graduate Studies in Mass Communication and Media Studies
JMS 650B - Seminar: Research Methods in Mass Communication and Media Studies

Rubric created for each SLO
Academic and presentation paper

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.

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PLO 5: Explain major theories that have been developed to explain the relationship between media, culture, and society.

SLO 1: Explain the nature of theory and its significance to academic research.

JMS 660A - Seminar: Introduction to Graduate Studies in Mass Communication

Rubric created for each SLO
Analytical/academic paper

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.

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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.

SLO 1: Conduct original research and data analysis of a mass communication phenomenon.

JMS 619: Seminar: Qualitative Methods in Media Research
JMS 623 - Seminar: Quantitative Methods in Mass Communication Research
JMS 701 - Seminar: Mass Communication Problems
JMS 799A Thesis or Project (if project, comps will be needed)

Rubric created for each SLO
Academic and presentation paper

Once per cohort cycle (every 12 months)

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SLO 2: Understand and apply the appropriate tools, platforms and applications for mass communication research projects.

JMS 600A - Seminar: Introduction to Graduate Studies in Mass Communication

Rubric created for each SLO
Analytical/academic paper

Once per cohort cycle (every 12 months)

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PLO 7: Apply social science rigor approaches to strategic, professional and academic fields related to mass communication.

SLO 1: Conduct original research and data analysis of a mass communication phenomenon.

JMS 799A Thesis or Project (if project, comps will be needed)
Thesis, comprehensive exam (if project)

Rubric created for each SLO

Once per cohort cycle (every 12 months)

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