

## COMMUNICATION ASSESSMENT PLAN January 2010

During Fall Semester 2009 the Communication faculty connected overall learning outcomes to all classes in the recently revised Communication tracks: Mass Communication and Integrated Marketing Communication and revised its Assessment plan to reflect the new organization of the Department. .

Both tracks will administer a comprehensive exam to their student in their capstone course. Additionally, their capstone projects will be evaluated using the rubrics developed by the faculty.

As all majors are now required to do an Internship and be evaluated by their outside, professional supervisor . This measurement instrument was also revised and will be used as both an individual and program evaluation tool.

Since the curriculum has changed significantly as a result of on-going development and since majors in both tracks take their capstone courses in the Spring semester, these measures (the comprehensive exam and capstone evaluation) will take place in Spring 2010.