

Communication Program Assessment

1) Where is each program in the assessment cycle?

A pilot of program assessment in marketing communication and mass communication was completed in Spring 2007. As a consequence, the program is being restructured during the 2007 – 2008 academic year. A new program assessment structure will be developed in the 2007 – 2008 academic year to enable assessment of graduates when the new program design is implemented beginning 2008 – 2009.

2) When will each program have collected evidence, and what form will the evidence take?

Data included in the pilot effort include project presentation and documentation for capstone projects in COM 476 and COM 450. The COM 476 project materials were reviewed by faculty and industry representatives.

3) How have assessment results been used to make curriculum changes?

Undergraduate communication curricula are guided by academic associations such as AEJMC, and by industry trends and needs.

Results of the pilot study indicated the need for knowledge of consumer behavior, marketing research, and the business context for marketing decisions. Consequently, the program has been revised to add development of these core marketing competencies to the curriculum, through the addition of courses in consumer research and marketing strategy. The marketing area will be integrated across business and communication beginning fall 2008; the marketing major in business will be discontinued, and the courses indicated above will be added to the integrated marketing concentration in the communication major.

4) How have assessment results been used to confirm curriculum content?

Review of the pilot project by industry representatives indicated demonstrated strengths in market segmentation and targeting, media strategy and tactics, and professional presentation. With this project Chaminade students won their third straight first place finish in the regional American Advertising Federation competition and advanced to the national finals.

