





**Measure #1: Self-reported Mastery on all SLOs**  
**Assessment Method**

-perceived mastery on each SLO will be computed based upon a Likert-type scale survey given at the beginning of CMST 702 (Theories of Communication and Media). This survey will acquire indirect measurement of this criterion by asking students upon completion of the course to indicate, on a scale of 1-5 (1 being poor, 5 being excellent), their perceived level of mastery with regard to this SLO.

Then, upon their thesis or project defense, each student will be required to include a slide reporting qualitatively how they grew in terms of each SLO and how they met each SLO, as well as quantitatively their sense of self-mastery on the same 1-5 Likert-type scale as that given in their first semester CMST 702 class. Their growth as a result of the program can be discussed in comparison to the aggregated group data reported at the beginning of the CMST 702 course.

**Benchmark**

We expect 75% of students to report that they perceive their level of mastery to be between levels 4 and 5 by the completion of the program.

**Frequency**

Assessment Plan M.A. Communication & Media Studies  
Updated: January 2024

	<b>SLO 1:</b> Demonstrate excellent communication skills across various platforms (written, oral, and digital) that are tailored to the professions, audiences, and purposes they serve.	<b>SLO 2:</b> Conduct research and/or evaluation projects, with diverse samples of participants, using appropriate qualitative and/or quantitative methodologies.	<b>SLO 3:</b> Understand the theoretical foundations of the field and generate new, creative insights or contributions to professional field.	<b>SLO 4:</b> Use current and emerging technologies effectively to adapt fundamental critical thinking and storytelling skills to the interconnected world with digital, networked media.	<b>SLO 5:</b> Practice professional ethics, as well as principles of freedom of speech and expression, academic or professional field.
CMST 702 Theories of Communication & Media	I: Written and Oral		I		

MCOM 710  
Cross-Platform  
Storytelling  
OR  
MCOM 746  
Cross-Platform  
Campaigns

I: Digital

I

