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DEPARTMENTAL PLAN FOR ASSESSMENT OF STUDENT LEARNING 2004-2005

Student Learning Goals & Objectives	Educational Experiences	Assessment Methods	Timeline	Responsibilities	Use of Results and Process for Documentation & Decision-Making
<p>GOAL 1: Students will develop critical thinking and decision making skills through exposure to the humanities, sciences, social sciences as well as mass communication and journalism.</p> <p>OBJECTIVE 1.1: Students will demonstrate an ability to interpret data, identify assumptions, recognize strong versus weak arguments, induce and deduce inferences, and evaluate opposing arguments.</p>	<p>MCJ 510: Media Ethics</p> <p>MCJ 515: Introduction to Research</p> <p>MCJ 522: Marketing and Advertising</p> <p>Written and oral presentations</p> <p>Designing a video production</p> <p>Creating an advertising campaign</p>	<p>Course examinations</p> <p>Student written work – interpretive writing, position papers, evaluation of research topic</p> <p>Video</p> <p>Storyboard for ad campaign</p> <p>Student course evaluation surveys</p>	<p>Data will be collected in semesters when courses are offered (Fall) and analyzed the following semester.</p> <p>Data will be collected and analyzed for this goal every year.</p>	<p>MCJ 510: Dr. Jones</p> <p>MCJ 515: Dr. Smith</p> <p>MCJ 522: Dr. Knudson</p> <p>Dr. Olson, Graduate Program Director, will meet with faculty members having specific responsibilities in data analysis make sure we're on task to having information to discuss and, if necessary, act on, at our Annual Graduate Retreat.</p>	<p>Results will be communicated in writing to the Graduate Program Director and will become a part of the agenda for discussion at our Annual Graduate Retreat. Decisions on curricular or program change will be made by the faculty based on the data. Summaries of assessment activities and decisions made (if any, will be included in the Departmental Annual Report due October 15. Department files with all data and documentation will be maintained in the office of the Graduate Program Director and available for reference.</p>

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