

Assessment Plan (AY 2013-2014)

M.A. in Communication Studies College of Humanities and Social Sciences Kean University

Mission:

The mission of the Master's program in Communication Studies is consistent with the mission of the School of Communication, Media and Journalism (formerly Department of Communication).

The School of Communication, Media and Journalism encourages students to engage in all forms of critical dialogue to succeed in a globalized society. Students are taught to use theory, research, praxis, and ethics in order to problem--solve in a media--rich and diverse world. The School of Communication, Media and Journalism believes that students should value critical listening and viewing, public speaking, community building, and intellectual curiosity as necessary components of effective communication.

The Master of Arts in Communication Studies links the process of human communication with organizational behavior, interpersonal relationships, leadership, culture and management practices within a diverse and changing society. Students are provided the opportunity to engage in multifaceted course of study that integrates both theoretical frameworks and practical approaches. The program not only prepares students for advanced doctoral study, but also equips them with competent communication skills needed in a workplace. In addition to the Master's degree, we also offer four certificate programs in conflict resolution, leadership, public speaking, and public relations/journalism.

Assessment Process:

Students in the Master's program in Communication Studies need to complete eleven courses with three required courses taken during their studies. These include COMM 5004 (Organizational Communication Theory), COMM 5006 (Organizational Culture) and COMM 5002 (Quantitative Research Methods) or COMM 5005 (Interpretive Research Methods). Learning objectives are reinforced throughout the program. At the completion of seven courses students are permitted to take the comprehensive exam. The Communication graduate program's comprehensive exam consists of a four-hour written exam and a one-hour oral defense. Each student will choose a committee of three faculty members. Each faculty member creates a question for the student. During the written exam the student writes answers to all three questions. During the oral defense the student meets with all three committee members for clarification and more in-depth responses to questions. The three committee members then evaluate each student's written and oral performance on a Likert scale. The questions on the evaluation form are related to the student learning objectives. Based on the evaluation results, the student may be asked to complete more written/ research work at this time and a plan is created for their completion of the program or they can be passed for satisfactory or distinguished work in the program.

Program Student Learning Outcomes (SLOs) – as aligned with KU SLOs derived from the Institutional Mission* and General Education (GE) SLOs**

Students who graduate with a Master of Arts in Communication Studies should be able to:

SLO1: Utilize the power of communication professionals to shape and change society. (KU 2), (GE K2, S4 GEV 2, GEV 3, GEV 4, GEV 5)

Direct Measure: Comprehensive Written and oral exam

Indirect Measure: Graduating Student Survey

SLO2: Demonstrate diverse communication styles: oral, written, nonverbal and visual. (KU 1, 2, 4), (GE S1, S2, S5, GEV 3)

Direct Measure: Comprehensive written and oral exam

Indirect Measure: Graduating Student Survey

SLO3: Engage in critical dialogue to become reflective practitioners as a communication professional. (KU 1, 2, 4), (GE S1, S2, S4, GEV 3, GEV3)

Direct Measure: Comprehensive Written and oral exam

Indirect Measure: Graduating Student Survey

SLO4: Apply the ability to balance theory and experience. (KU 3, 4), (GE K2)

Direct Measure: Written and oral Comprehensive Exam

Indirect Measure: Graduating Student Survey

SLO5: Demonstrate leadership skills and skills in coordinating team dynamics. (KU 1 – 4), (GE S2, S4)

Direct Measure: Comprehensive Written and oral Exam

Indirect Measure: Graduating Student Survey

SLO 6: Ground communication messages in a framework that promote ethical, quantitative and qualitative analysis. (KU 1 – 4) (GE S2, GE S3, GE S4, GEV1, GEV2, GEV3)

Direct Measure: Comprehensive Written and oral Exam

Indirect Measure: Graduating Student Survey

*** KU Student Outcomes: *Kean University graduates should be able to:***

1. Think critically, creatively and globally;
2. Adapt to changing social, economic, and technological environments;
3. Serve as active and contributing members of their communities; and
4. Advance their knowledge in the traditional disciplines (GE) and enhance their skills in professional areas (Prof. pgms)

****General Education Student Learning Outcomes**

Student Learning Outcomes – Knowledge: Students will demonstrate proficiency in knowledge and content by:

- (K1) applying the scientific method to understand natural concepts and processes;
- (K2) evaluating major theories and concepts in social sciences;
- (K3) relating historical references to literature; and
- (K4) evaluating major theories and concepts in the fine arts.

Student Learning Outcomes – Skills: Students will demonstrate the skills necessary to:

- (S1) write to communicate and clarify learning;
- (S2) communicate effectively through speech;
- (S3) solve problems using quantitative reasoning;
- (S4) think critically about concepts in multiple disciplines; and
- (S5) show information literacy.

