## Communication

### Program: Communication
Degree: M.A.
Date Submitted: April 15, 2006; Revised May 1, 2013

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<td>Students will be able to:</td>
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| 1. Apply research-based, theory-informed knowledge to the identification and solution of real-life issues in the field and understand the ethical implications of research design. | 1. Identify a research question pertaining to an issue.  
2. Articulate a theory that can illuminate the research question.  
3. Explain a research method that is appropriate for the theory and research question, and that can produce answers to the research question.  
4. Logically develop sound reasoning from the identification of the problem, to the articulation of theory, to the explanation of method, and to the discussion of potential solutions.  
5. Demonstrate understanding of the ethical implications of the research design.  
6. Communicate using clear and effective writing. | 1. The research question of the comprehensive exam. | 1. Answer evaluated by the faculty member who writes the question and the Associate Dean for Graduate Studies and Research. Aggregate results shared with faculty teaching in the graduate program. |

| 2. Integrate knowledge from theory, methods, and ethics from the discipline of communications to a particular specialization area (advertising & public relations; journalism; communication studies; mass communication; or communication about health, environment, science, and sustainability). | 1. Apply appropriate theories to issues within the field of specialization.  
2. Select appropriate methods for examining the issues within the field of specialization.  
3. Communicate using clear and effective writing. | 1. The specialization question of the comprehensive exam. | 1. Answer evaluated by the faculty member who writes the question and the Associate Dean for Graduate Studies and Research. Aggregate results shared with faculty teaching in the graduate program. |