# Marquette University
## Learning Assessment Plan

### Journalism

**Program: Journalism**  
Degree: B.A.  
Date Submitted: May 5, 2006; Revised: July 23, 2013

<table>
<thead>
<tr>
<th>Program Learning Outcomes Students will be able to:</th>
<th>Performance Indicators</th>
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| 1. be competent in the creation and presentation of integrated news messages using a range of print and electronic media. | 1. Able to apply relevant theories to design and creation of journalism messages across media.  
2. Explain the characteristics of a range of media and the implications of the distinctions for message creation across the media. | A sample of news and feature stories assigned in the appropriate courses required of all journalism majors and receiving passing grades will be drawn and reviewed by a group of three JOU faculty with the appropriate backgrounds. The assignments call for original reporting, writing and production of news and feature stories. | The department chair will aggregate the assessment data submit it to the faculty for review. The faculty will draw conclusions relative to the news creation and presentation outcome and will revise the curriculum and assignments to improve student performance where necessary. |
| 2. be able to identify, explain and critique the norms and values of the profession; | 1. Identify and explain journalistic terms including: verification, objectivity, fairness, balance, completeness, truth, diversity, sources, accuracy and social responsibility.  
2. Apply concepts appropriately in the gathering and reporting of news and information.  
3. Apply concepts in the critiques of news messages prepared by others. | A sample of answers included in the final exam for journalism majors in the required Digital Journalism 3 core course will be drawn annually and evaluated by a group of three JOU faculty. The exam question asked of journalism majors will require analysis of a journalism situation that involves the normative principles that impact journalists and how they cover the news. | The sample of exam answers and the evaluations will be turned over to the department chair who will aggregate the assessment data. The faculty will review the data and draw conclusions relative to the professional norms and values learning outcome. Appropriate changes will be made to the curriculum to enhance student learning. |
| 3. demonstrate an understanding of the relationships between journalism and law, ethics, society and culture; | 1. Knowledge of legal protections for journalists found in the First Amendment and Freedom of Information laws.  
2. Understand libel and its defenses. | A sample of term papers that received a passing grade in the Media Law, Media Ethics, and one of the media theory courses will be drawn every other year and evaluated by a group. | The department chair will aggregate the evaluation data for faculty who will review the data and draw conclusions relative to the learning outcome. Appropriate changes will be made to the curriculum to enhance student learning. |
4. Understand the major theoretical perspectives on the role, effects, and audience uses of journalism and mass communication.
5. Knowledge of the professional criteria for ethical journalism and the implications for the practice of journalistic message creation.
6. Understand the impact of news technology and its changes on society and its culture.

| 4. have developed a portfolio and a career plan. | 1. Student portfolio will demonstrate competence in producing news stories that include:
| a. Appropriate use of sources for background and context.
| b. Verification of information via other sources.
| c. Balance and fairness.
| d. Message production appropriate to the medium used.
| 2. Identification of career goal and list of steps taken by student to reach that goal. | A sample of portfolios created and stored in D2L will be evaluated by a group of three faculty and outside professionals. | The department chair will aggregate the evaluation data for the faculty, who will review the data and draw conclusions relative to the outcome. Changes will be made to the curriculum to enhance student performance. |