## Marquette University
### Learning Assessment Plan

### Communication

**Program:** Communication  
**Degree:** M.A.  
**Date Submitted:** April 15, 2006

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| 1. Articulates the historical, theoretical and methodological foundations of the discipline of communication. | 1. Understands the role of theory and methods associated with the perspectives involved in the study of communication.  
2. Describes the theories derived from these perspectives.  
3. Shows an understanding of how theories are developed and tested.  
4. Communicates using clear and effective writing. | The Normative question of the comprehensive exam is described in the MA Student Handbook for the College. This question requires all students to demonstrate the ability to integrate knowledge of theory and its development, methods, specialization, and disciplinary literature. | The faculty member who writes the question. |
| 2. Applies research-based, theory-informed knowledge to the identification and solution of real-life issues in the field. | 1. Identifies a research question pertaining to an issue  
2. Articulates a theory that can illuminate the research question  
3. Explains a research method that is appropriate for the theory and research question, and can also produce answers to the research question  
4. Logically develops 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. Communicates using clear and effective writing | The Alternative Method question of the comprehensive exam is described in the MA Student Handbook for the College. For students completing a thesis or professional project, this question asks them to articulate an alternative theoretical, methodological and/or conceptual basis for their thesis or project. For students completing the course option, the question asks them to contrast theoretical, methodological and/or conceptual approaches to a problem in the field. | The faculty member who writes the question. |
| 3. Applies ethical decision making skills in a variety of communication situations. | 1. Demonstrates an understanding of ethical principles and theories.  
2. Frames professional issues within ethical perspectives.  
3. Identifies the ethical issues within research problems  
4. Communicates using clear and effective writing | Successful completion of a final paper from COMM 206 (ethics) | The faculty member who teaches COMM 206 |
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| 4. Integrates knowledge from theory, methods, and ethics from the discipline of communications to a particular specialization area (advertising & public relations; journalism; broadcasting & electronic communication; communication studies; religious communication; science, health, and environmental communication; and mass communication). | 1. Applies appropriate theories to issues within the field of specialization.  
2. Selects appropriate methods for examining the issues within the field of specialization.  
3. Demonstrates an understanding of the ethical dimension involved in the problem or issue within the field of specialization.  
4. Communicates using clear and effective writing | 1. Successful defense of the thesis or  
2. Successful completion of the professional project or  
3. Successful completion of the specialization question of the comprehensive exam. (This question is for students in the course option only.). | 1. Thesis chair and committee  
2. Project director  
3. Faculty member who writes the question |