

**Marquette University
Learning Assessment Plan**

Communication Studies

Program: Communication Studies

Degree: BA

Date Submitted: April 26, 2006

Program Learning Outcomes Students will be able to:	Performance Indicators	Measures	Use of the Information
1. Explain major theories of communication and apply to multiple contexts.	1. The student will be able to outline major concepts, primary assumptions, and identify strengths and weaknesses. 2. The student will be able to identify relevant communication theories that help explain communication behaviors.	1. All students in identified CMST capstone courses will produce a substantive research paper applying theory to a specific communication context. Faculty will evaluate using a rubric developed by the CMST department.	
2. Conduct and evaluate communication research.	1. The student will be able to evaluate and synthesize relevant communication related research. 2. The student will be able to conduct original communication research. 3. The student will be able to present her research in a classroom presentation.	1. All students in identified CMST capstone courses will produce a substantive research paper based on conducting original research in a specific communication context. Faculty will evaluate using a rubric developed by the CMST department	
3. Construct and analyze well reasoned arguments.	1. The student will be able to apply models of argument to various argumentation contexts. 2. The student will be able to develop specific types of claims and supply relevant support. 3. The student will be able to demonstrate critical thinking when examining oral and written arguments.	1. All students in CMST 053(Argumentation) will participate in a policy debate at the end of the class. Faculty will evaluate using a rubric developed by the CMST department	