Provide an example of the program’s most interesting or important assessment finding that demonstrates the program’s success associated with a program learning outcome.

In relation to learning outcomes 2 and 4, students demonstrated great skill in analyzing communication situations and choosing appropriate channels for communicating messages. Students are aware of current trends in corporations and are able to use this understanding to plan and execute messages. Corporate Communication faculty are encouraged by the extent to which students are demonstrating the ability to connect messages to business strategy.

Describe an assessment result that indicates an opportunity for improvement and identify the specific actions the program will take to improve student learning.

Students consistently demonstrate an ability to take a holistic view of corporate communication practices. However, faculty want to insure that they are able to isolate and consider the specific concerns tied to the social, political, cultural, and economic concerns. Toward this end, faculty will be reviewing and revising the final required Corporate Communication course (CCOM 4750).