

Mass Communication and Journalism

COLLEGE OF ARTS AND HUMANITIES

Student Outcomes Assessment Plan (Soap)

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I. Mission Statement

The mission of the Department of Mass Communication and Journalism at California State University, Fresno is to provide undergraduate students with quality educational experiences that promote critical thinking and the development of skills based on the theories, principles and practices of mass communication. Graduates of the department will have a comprehensive knowledge of the political, economic, cultural and technological forces that shape – and are shaped by – media content. They will also have an awareness of their responsibilities as ethical, self-directed practitioners within the rapidly changing communication industries.

II. Goals and Student Learning Outcomes

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Learning Goal 1. Think – Students will analyze and evaluate the history, roles, theories and practices of media in the U.S. and globally.

Student Learning Outcome 1.1: Identify significant milestones in the history of mass media.

Student Learning Outcome 1.2: Evaluate the mass media's role in society.

Student Learning Outcome 1.3: Explain media theories.

Student Learning Outcome 1.4: Describe mass media business, professional and regulatory practices.

Learning Goal 2. Write – Students will develop, design, and write communication materials following industry practices appropriate to the delivery medium.

Student Learning Outcome 2.1: Demonstrate correct grammar, spelling and punctuation in written materials.

Student Learning Outcome 2.2: Write clearly and concisely in the appropriate media style.

Student Learning Outcome 2.3: Develop written content that is appropriate for specific audiences.

Learning Goal 3. Produce – Students will develop, design, and produce communication materials that address specific communication goals for a targeted audience.

Student Learning Outcome 3.1: Create media content that addresses a communication goal.

Student Learning Outcome 3.2: Prepare professional quality communication materials targeted at a specific audience.

III. Curriculum Map (Matrix of Courses X Learning Outcomes)

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I= introduced, R= reinforced, E= emphasized

	1.1. Identify significant milestones in the history of mass media.	1.2 Evaluate the mass media's role in society.	1.3 Explain media theories.	1.4 Describe mass media business, professional and regulatory practices.
MCJ 1 - Mass Communication & Society	I	I	I	I
MCJ 5 - Basic Editing				
MCJ 10 - Media Writing				
MCJ 17 – Beginning Photojournalism				
MCJ 30 - Intro to Multimedia Production				I
MCJ 102W – Reporting				
MCJ 104 – Editing of Publications				
MCJ 105 – Newspaper Workshop				
MCJ 106 – Desktop Publishing				
MCJ 108 – In-Depth Reporting				
MCJ 112 – Audio Production				
MCJ 113 - Video Production				

	1.1. Identify significant milestones in the history of mass media.	1.2 Evaluate the mass media's role in society.	1.3 Explain media theories.	1.4 Describe mass media business, professional and regulatory practices.
MCJ 115 – Electronic Field Production				I
MCJ 116 - Advanced Video Production, Editing				
MCJ 118S – Corporate Video				
MCJ 124 - Broadcast News Writing		R		E
MCJ 126 - Radio-Television Performance				R
MCJ 128 - News/Public Affairs Production		R		R
MCJ 131 - Online Media Design				R
MCJ 142 - Advertising Procedures				
MCJ 143 - Newspaper Advertising Staff				
MCJ 144 - Advertising Copy Editing				
MCJ 146 - Advertising Media				
MCJ 148 - Advertising Campaigns				

	1.1. Identify significant milestones in the history of mass media.	1.2 Evaluate the mass media's role in society.	1.3 Explain media theories.	1.4 Describe mass media business, professional and regulatory practices.
MCJ 152S - Public Relations			R	R
MCJ 158S - Public Relations Writing				
MCJ 159S - Public Relations Cases, Campaigns				
MCJ 163 - Radio/TV as Popular Culture		R	R	
MCJ 164 - Applied Media Research			E	
MCJ 172 - Media Law	R	R		E
MCJ 173 - Media Ethics		E		E
MCJ 174 – History of Mass Media				
MCJ 175 - Media Stereotypes	R	E	R	
MCJ 176 - International Media	R	E	R	
MCJ 178 - New Information Technologies	I: Non-Majors R: Majors	I: Non-Majors R: Majors	I: Non-Majors R: Majors	I: Non-Majors R: Majors
MCJ 179 - Cineculture		R		

I= introduced, R= reinforced, E= emphasized

	2.1. Demonstrate correct grammar, spelling and punctuation in written materials.	2.2 Write clearly and concisely in the appropriate style	2.3 Develop written content that is appropriate for specific audiences.
MCJ 1 - Mass Communication & Society	R		
MCJ 5 - Basic Editing	E	E	E
MCJ 10 - Media Writing	I	I	I
MCJ 17 – Beginning Photojournalism			
MCJ 30 - Intro to Multimedia Production			
MCJ 102W - Reporting	R	R	R
MCJ 104 – Editing of Publications			
MCJ 105 – Newspaper Workshop	E	E	E
MCJ 106 – Desktop Publishing			
MCJ 108 – In-Depth Reporting	E	E	E
MCJ 112 – Audio Production			
MCJ 113 - Video Production			
MCJ 115 – Electronic Field Production	R	R	R

	2.1. Demonstrate correct grammar, spelling and punctuation in written materials.	2.2 Write clearly and concisely in the appropriate style	2.3 Develop written content that is appropriate for specific audiences.
MCJ 116 - Advanced Video Production, Editing			
MCJ 118S – Corporate Video			
MCJ 124 - Broadcast News Writing	E	E	E
MCJ 126 - Radio-Television Performance	E	E	E
MCJ 128 - News/Public Affairs Production	E	E	E
MCJ 131 - Online Media Design	R	R	R
MCJ 142 - Advertising Procedures	R	R	R
MCJ 143 - Newspaper Advertising Staff	E	E	E
MCJ 144 - Advertising Copy Editing	E	E	E
MCJ 146 - Advertising Media	R	R	R
MCJ 148 - Advertising Campaigns	R	R	R
MCJ 152S - Public Relations	R	R	R
MCJ 158S - Public Relations Writing	E	E	E

	2.1. Demonstrate correct grammar, spelling and punctuation in written materials.	2.2 Write clearly and concisely in the appropriate style	2.3 Develop written content that is appropriate for specific audiences.
MCJ 159S - Public Relations Cases, Campaigns	R	R	R
MCJ 163 - Radio/TV as Popular Culture			
MCJ 164 - Applied Media Research			
MCJ 172 - Media Law			
MCJ 173 - Media Ethics			
MCJ 174 – History of Mass Media			
MCJ 175 - Media Stereotypes			
MCJ 176 - International Media			
MCJ 178 - New Information Technologies	R	R	R
MCJ 179 - Cineculture		R	

I= introduced, R= reinforced, E= emphasized

	3.1. Create media content that addresses a communication goal.	3.2 Prepare professional quality communication materials targeted at a specific audience.
MCJ 1 - Mass Communication & Society		
MCJ 5 - Basic Editing		

	3.1. Create media content that addresses a communication goal.	3.2 Prepare professional quality communication materials targeted at a specific audience.
MCJ 10 - Media Writing		
MCJ 17 – Beginning Photojournalism		
MCJ 30 - Intro to Multimedia Production		E
MCJ 102W - Reporting		
MCJ 104 – Editing of Publications		
MCJ 105 – Newspaper Workshop	E	E
MCJ 106 – Desktop Publishing	I	I
MCJ 108 – In-Depth Reporting		
MCJ 112 – Audio Production	I	
MCJ 113 - Video Production	E	E
MCJ 115 – Electronic Field Production	E	E
MCJ 116 - Advanced Video Production, Editing	E	
MCJ 118S – Corporate Video		
MCJ 124 - Broadcast News Writing		

	3.1. Create media content that addresses a communication goal.	3.2 Prepare professional quality communication materials targeted at a specific audience.
MCJ 126 - Radio-Television Performance	R	R
MCJ 128 - News/Public Affairs Production	E	
MCJ 131 - Online Media Design	E	
MCJ 142 - Advertising Procedures		
MCJ 143 - Newspaper Ad Staff		
MCJ 144 - Advertising Copy Editing		
MCJ 146 - Advertising Media		
MCJ 148 - Advertising Campaigns	E	
MCJ 152S - Public Relations	E	E
MCJ 158S - Public Relations Writing		
MCJ 159S - Public Relations Cases, Campaigns	E	
MCJ 163 - Radio/TV as Popular Culture		
MCJ 164 - Applied Media Research		
MCJ 172 - Media Law		

	3.1. Create media content that addresses a communication goal.	3.2 Prepare professional quality communication materials targeted at a specific audience.
MCJ 173 - Media Ethics		
MCJ 174 – History of Mass Media		
MCJ 175 - Media Stereotypes		
MCJ 176 - International Media		
MCJ 178 - New Information Technologies		
MCJ 179 - Cineculture		

IV. Assessment Methods

A. Direct Measures (at least three)

1. **Student Advertising Campaign Assessment.** Each year, students in MCJ 148 put together an advertising campaign for a national company or organization. To assess how effectively these campaigns impact audiences and meet marketing and message goals, the instructor has developed an instrument that includes benchmarks reflecting professional standards. Specific learning outcomes addressed by this assignment and instrument are 2.1, 2.2, 2.3 and 3.1.
2. **General Education Final Projects Assessment.** The primary instructor of two of the department's upper-division GE courses has developed final project assignments that give students the opportunity to apply course concepts and deepen their understanding of how the media rely on stereotypes (MCJ 175) and journalists report on international affairs (MCJ 176). She has developed rubrics for both activities. Specific learning outcomes addressed by these assignments and rubrics are 1.1, 1.2 and 1.3.

3. **Public Relations Cases and Campaigns Assessment.** MCJ 159S is a service-learning course that places students into teams that work on public relations campaigns. The instructor has developed an instrument, used by service-learning supervisors, to assess how effectively students are creating content that reflect professional standards and meet certain communication goals. Specific learning outcomes addressed by this assignment and instrument are 1.4, 2.1, 2.2, 2.3, 3.1 and 3.2.

B. Indirect Measures (*Alumni Survey is required*)

1. **Alumni Survey.** We conduct a survey of alumni opinions regarding their experiences and learning in the MCJ program every year.

V. Student Learning Outcomes X Assessment Methods Matrix

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The student learning outcomes assessed using the direct measures above.

	Student Advertising Campaign Assessment	General Education Final Projects	Public Relations Cases and Campaigns Assessment
1.1. Identify significant milestones in the history of mass media.		X	
1.2 Evaluate the mass media's role in society.		X	
1.3 Explain media theories.		X	
1.4 Describe mass media business, professional and regulatory practices.			X
2.1. Demonstrate correct grammar, spelling and punctuation in written materials.	X		X
2.2 Write clearly and concisely in the appropriate style	X		X

	Student Advertising Campaign Assessment	General Education Final Projects	Public Relations Cases and Campaigns Assessment
2.3 Develop written content that is appropriate for specific audiences.	X		X
3.1. Prepare professional quality communication materials for distribution to specific audiences.	X		X
3.2 Produce content across multiple platforms.			X

VI. Timeline for Implementation of Assessment Methods and Summary Evaluations

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Year 2010 to 2011

Collect and analyze data for Student Advertising Campaign Assessment (MCJ 148), General Education Course Essays (MCJ 175), and Media Law and FCC Regulatory Practices (MCJ 172). Implement changes based on the findings.

Year 2011 to 2012

New Activities: Develop rubrics for signature assignments, portfolios, and other creative works in select classes.

Year 2012 to 2013

New Activities: Pilot test and further revise the rubrics developed during AY 2011-2012 for signature assignments, portfolios, and other creative works.

Year 2013 to 2014

New Activities: (1) Identify learning outcomes for new courses; (2) develop rubrics for signature assignments, portfolios, and other creative works for new courses.

Year 2014 to 2015

New Activities: Pilot test and further revise the rubrics developed during AY 2013-2014 for signature assignments, portfolios, and other creative works.

VII. Closing the Loop - Summary Evaluation, Curriculum Adjustment, and Reporting

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The information gathered from assessment efforts will be shared with all faculty members and used to adjust the curriculum, course content, and instruction. The results of the assessment efforts above have already catalyzed positive changes in those courses. The instructor of the advertising class has revised her course curriculum so that students spend more time looking at new media and some of the more non-traditional forms of integrated marketing components. The instructor of the media stereotypes and international media courses will be developing additional assignments that ask students to assess media content during the semester, not just during the last few weeks. Finally, the instructor of the public relations cases and campaigns course will be adding content to existing lectures based on the feedback of service learning supervisors, which indicated that some students were able to create content that met expectations while others were not. These and other assessment efforts to date have provided useful direction in adjusting the MCJ curriculum, course content and instruction. We expect future efforts to be equally valuable in strengthening our program.