MGA – Academic Program Assessment Plan and Curriculum Map

On which campuses is						
the program offered?	Cochran, Macon, Online	College/Sch	nool:	Arts & Sciences	Department:	Media, Culture, & the Arts
Academic					Track (if	
Degree: BA		Major: N	New Me	dia & Communications	applicable):	

Assessment Plan How will a student know they are learning what they need to learn to be successful when they graduate?

Please ident	Please identify which type of learning activity will be used to teach the learning goal. Also identify the learning objective associated with the learning goal being taught. A learning outcome is a description of the knowledge, skills and abilities you will gain as you complete your coursework.								
	Learning Outcome	Assessment Types	Data Collection Points*	Target Performance					
Learning Outcome 1	Research, analyze, and present conclusions in MLA format.	Research Paper	COMM 3010	80% of students will earn at least a score of 75% on their research paper.					
Learning Outcome 2	Apply effective oral communication skills in an oral presentation.	Oral Presentation	COMM 3010	80% of students will earn at least an 80% on their oral presentation.					
Learning Outcome 3	Summarize and analyze the essential theories of new media.	Final exam	NMAC 3460	80% of students will earn at least 80% on final exam.					
Learning Outcome 4	Perform advanced digital media skills in production.	Professional Portfolio	NMAC 4483	100% of students will successfully complete a portfolio using advanced digital media skills.					

*Data collected for assessment purposes should be segmented by program location. Cochran, Macon, Dublin, Eastman, Warner Robins, or online students should be analyzed separately.

	Curriculum Map Where in a student's academic program will they be taught the content of each learning outcome and how will the content be taught?									
	Please identify the method of instruction (i.e. case study, lecture, experiential instruction, team activity, writing assignment, quantitative exercise) used to teach the learning outcome in courses required in the major. Not all major courses need to teach all learning outcomes.									
Major Course	COMM 3010	NMAC 3460	NMAC 4483							
LO1	Lecture									
LO2	Experiential Instruction									
LO3		Lecture								

L04		Case Studies				