MGA – Academic Program
Assessment Plan and Curriculum Map

On which campuses is the program offered?   Online   *College/School:*   School of Arts & Letters   *Department:*   English

Academic Degree: Master of Arts   *Major:*   Technical & Professional Writing   *Track (if applicable):*

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

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	**Students will analyze and evaluate various rhetorical situations and technologies which affect writers' and users' perceptions of written work.**	1. Technical writing project of 10-12 pages 2. Major paper of 10-12 pages on rhetorical theory	1. Engl 5106 (online) 2. Comm 5000 (online)	85% of students in the program will earn a score of 85% or higher on these assessments
Learning Outcome 2	**Students will research, analyze, and evaluate the latest digital environments and web technologies to write and publish in print format and innovative digital platforms.**	1. Collaborative multi-modal digital communication project for a real-world client 2. Website project of 1 homepage plus as least 10 content pages	1. Nmac 5108 (online) 2. Itec 5300 (online)	85% of students in the program will earn a score of 85% or higher on these assessments
Learning Outcome 3	**Students will analyze and apply advanced theoretical approaches to editing and style.**	1. Major editing project 2. Major paper analyzing published documents of significant cultural import	1. Engl 5650 (online) 2. Engl 6100 (online)	85% of students in the program will earn a score of 85% or higher on these assessments

*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?

Major Course	Engl 5106	Comm 5000	Nmac 5108	Itec 5300	Engl 5650	Engl 6100				
	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.									
LO1	Online lecture, experiential instruction, team activity, writing assignment	Online lecture, experiential instruction, team activity, writing assignment								
LO2			Online lecture, experiential instruction, team activity, writing assignment	Online lecture, experiential instruction, team activity, writing assignment						
LO3					Online lecture, experiential instruction, team activity, writing assignment	Online lecture, experiential instruction, team activity, writing assignment				