

Q1.

GCU Academic Program Assessment Plan - Plan Updates

Please complete the program assessment plan. The format is similar to your previous plans, but is adapted to make fuller use of AEFIS. If you need assistance, please contact the [Office of Assessment](#). You can enter data in this form at one time or return to the survey to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured. This plan can cover a three- to five-year time frame.

Note 1: Graduate programs need only complete summative assessment data.

Note 2: If the program has more than 5 learning outcomes, you will be directed to part B of the survey to enter the information on the additional outcomes (up to 10 total).

The update of Academic Program Assessment Plans are due by September 30.

Please contact the Office of Institutional Assessment and Accreditation with any questions or for further guidance.

Q2. Person completing the report

Last Name

Bernhard

First Name

Ellen

Q3. Email address of person completing the report

ebernhard@georgian.edu

Q4. Program Name

Communication & Digital Marketing M.S.

Q5. School or Department

School of Arts and Sciences

School of Business and Digital Media

- School of Education
- HMH School of Nursing and Wellness at GCU
- University Wide Program (name below)

Q6. Email address and name of Dean of School or Department Supervisor

Name of Dean/Supervisor

Email address of Dean/Supervisor

Q7. Level of Program

- Undergraduate Major
- Graduate-Masters
- Graduate-certificate only
- Undergraduate-University wide
- other, please specify

Q8. Length and starting year for Assessment Plan

- 3 years
- 4 years
- 5 years
- Starting year

Q9. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.

Major(s)

Degree(s)

Minor(s)

Q10. State your learning outcomes (Up to five in this section, additional outcomes can be added to part B of the survey)



Learning Outcome (LO) 1

Apply best practices and theories to choose a marketing and branding strategy that appeals to current and/or new target markets.

Learning Outcome (LO) 2

Analyze, evaluate, and produce strategic and creative media content for digital environments.

Learning Outcome (LO) 3

Assess marketing plans using appropriate tools for data analysis.

Learning Outcome (LO) 4

Refine leadership skills as a communication professional through digital collaboration, effective participation, and self-reflection.

Learning Outcome (LO) 5

Produce strategic communication and media content according to the standards of the profession, legal parameters, and ethical decision making including Mercy Core Values.

Q11. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG, if appropriate.

This question was not displayed to the respondent.

Q12. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

	Knowledge	Scholarly Inquiry	Communication	Ethical Leadership	GCU/Mercy Mission Integration
Learning Outcome 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Q13. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

Q14. Related Accreditation Standard (if applicable) State the standard/goal and check the alignment with your program outcome(s). (Example: Learning Outcome (LO) 1: Text entry: NJSPEL Standard 1)

Learning Outcome (LO) 1

Learning Outcome (LO) 2

Learning Outcome (LO) 3

Learning Outcome (LO) 4

Learning Outcome (LO) 5

Q15. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes. Map **all** program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome. If the program has more than 5 outcomes, this mapping will continue in part B.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

Learning Outcome (LO) 1

MC600 Integrated Marketing Communication; MC608 Digital Analytics

Learning Outcome (LO) 2

MC605 Brand Strategy in the Digital Age; MC609 Campaign Planning & Management

Learning Outcome (LO) 3

MC600 Integrated Marketing Communication; MC603 Digital Marketing

Learning Outcome (LO) 4

MC604 Creativity & Innovation; MC609 Campaign Planning & Management

Learning Outcome (LO) 5

MC601 Digital Storytelling; MC606 Media Law & Ethics

Q16.

Formative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

This question was not displayed to the respondent.

Q17. Name the signature assignment aligned with formative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q18.

Summative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

Learning Outcome (LO) 1

MC600 Integrated Marketing Communication; MC608 Digital Analytics

Learning Outcome (LO) 2

MC605 Brand Strategy in the Digital Age; MC609 Campaign Planning & Management

Learning Outcome (LO) 3

MC600 Integrated Marketing Communication; MC603 Digital Marketing

Learning Outcome (LO) 4

MC604 Creativity & Innovation; MC609 Campaign Planning & Management

Learning Outcome (LO) 5

MC601 Digital Storytelling; MC606 Media Law & Ethics

Q19. Name the signature assignment aligned with summative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

Course 1/ LO1 MC600 - Final Marketing Action Plan

Course 2/ LO1 MC608 - Customer Segmentation & Strategy Analysis

Course 1/ LO2 MC605 - Canva Post Analysis

Course 2/ LO2 MC609 - Final Presentation

Course 1/ LO3 MC600 - Case Study Analysis Homework Assignment

Course 2/ LO3 MC603 - Hootsuite Analytics cert.

Course 1/ LO4 MC604 - M4.A - Idea Resumes REVISITED

Course 2/ LO4 MC609 - Final Presentation

Course 1/ LO5 MC601 - Module 7 Assignment 2

Course 2/ LO5 MC606 - Critical Analysis Papers

Q20. **Direct Assessment: Satisfactory achievement will be based on assignment grading: below 70: did not meet expectations, between 70-85: meets expectations, at and above 85: exceeds expectations. Does this meet your program guidelines?**

Yes

No

Q21. What is your preference for assignment percentages for expected results?

Does not meet expectations

Meets expectations

At least 90% of students should receive above an 80% on the exam or assignment

Exceeds expectations

Q22. Assessment Protocol. What indirect evidence will you collect for your program's formative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, etc. What are your benchmarks for this data? (Ex. 70% of students complete course feedback with resulting mean score of 4.3 out of 5) (Note: Text entry can be up to several lines.)

Formative Assessment

This question was not displayed to the respondent.

Q23. Assessment Protocol. What indirect evidence will you collect for your program's summative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, graduation rates, etc.

Summative Assessment

	Indirect Evidence 1	Benchmark for Evidence 1	Indirect Evidence 2	Benchmark for Evidence 2
LO 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
LO2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
LO3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
LO4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
LO5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q24. Program Assessment Time Frame: Time Frame for Assessing the outcome. Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

	Year 1 of Plan	Year 2 of Plan	Year 3 of Plan	Year 4 of Plan	Year 5 of Plan	Data collected annually
Learning Outcome 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q25. Number of program learning outcomes.

- 5 or less
- more than 5

Q26. State your additional learning outcomes

This question was not displayed to the respondent.

Q27. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.

This question was not displayed to the respondent.

Q28. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

This question was not displayed to the respondent.

Q29. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

Q30. Related Accreditation Standard (if applicable) State the standard/goal and check the alignment with your program outcome(s). (Example: Learning Outcome (LO) 1: Text entry: NJSPEL Standard 1)

This question was not displayed to the respondent.

Q31. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes. Continue to map **all** program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

This question was not displayed to the respondent.

Q32.

Formative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

This question was not displayed to the respondent.

Q33. Name the signature assignment aligned with formative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q34.

Summative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

This question was not displayed to the respondent.

Q35. Name the signature assignment aligned with summative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q36. **Assessment Protocol.** What indirect evidence will you collect for your program's formative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, etc. What are your benchmarks for this data? (Ex. 70% of students complete course feedback with resulting mean score of 4.3 out of 5)

Formative Assessment

This question was not displayed to the respondent.

Q37. **Assessment Protocol.** What indirect evidence will you collect for your program's summative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, graduation rates, etc.

Summative Assessment

This question was not displayed to the respondent.

Q38. **Program Assessment Time Frame:** Time Frame for Assessing the outcome. Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

This question was not displayed to the respondent.

Location Data

Location: [\(40.0923, -74.2252\)](#)

Source: GeolIP Estimation

