Assessment and Action Plan—Academic Degree Programs

School/College: S.I. Newhouse School of Public Communication

Academic Degree Program Title: Mass Communications

Degree Awarded: Ph.D. Mass Communications

Web Address: http://coursecatalog.syr.edu/preview_program.php?catoid=4&poid=1655

Description of Academic Degree Program: The Ph.D. in mass communications in the S.I. Newhouse School of Public Communications is rooted in the social and behavioral sciences and is an interdisciplinary degree, with doctoral students taking classes outside the Newhouse School and developing at least one outside area of expertise. Students may draw on an extensive variety of faculty in other schools at Syracuse University.

Students can specialize in the functions and social effects of print and electronic media or focus on media-related institutions in society. Among the topics they might consider are: influences on media content, media influence on social behavior, new communications technologies, advertising influences on consumer behavior, public relations, media law and ethics, diversity and the media, science communication, and political communication.

Coursework includes four areas of study: mass communication theory, research methods and statistics, courses related to the dissertation, and a substantive area outside the Newhouse School (e.g., sociology, psychology, political science, information studies).

Doctoral students complete at least 90 semester credits beyond the bachelor's degree. Of the 90 credits, 18 credits count toward the dissertation. Of the 90 credits, at least 36 classroom credits must be earned in residence at Syracuse University. Doctoral students entering the program with master's degrees should be able to complete the program in three years.

Prepared by: Dennis F. Kinsey

Date: March 31, 2016

PHASE 1		
Program Competencies Student will be able to:	**Measures** What direct and indirect assessment measures will be used?	**Criteria** How will competency be determined?
1. Theory: Identify and apply communication theories and concepts to the study of mass communications.	Direct: Qualifying Examination Dissertation Indirect: Exit Survey Alumni Survey	80% for students will pass the "Theory" portion of their qualifying examination, as determined by the qualifying examination committee 80% of students will "pass" their dissertation defense, as determined by their dissertation defense committee. Using a rubric with a 1-5 scale, 80% of graduating seniors will rate their knowledge of visual communication as sufficient or (4) or better. Using a rubric with a 1-5 scale, 75% of graduates will rate the school's education in visual communication as sufficient or (4) or better.
2. Research: Conduct original research using methods appropriate to the field of mass communication.	Direct: Qualifying Examination Dissertation Indirect: Exit Survey Alumni Survey	80% for students will pass the "Research and Statistics" portion of their qualifying examination, as determined by the qualifying examination committee 80% of students will "pass" their dissertation defense, as determined by their dissertation defense committee. Using a rubric with a 1-5 scale, 80% of graduating seniors will rate school's training of students to conduct research and/or evaluate information as sufficient or (4) or better. Using a rubric with a 1-5 scale, 75% of graduates will rate school's training of students conduct research and/or evaluate information as sufficient as very good (4) or better.

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3. Writing: Write correctly and clearly in forms and styles appropriate for the field of mass communication.	Direct: Qualifying Examination Dissertation Exit Survey Alumni Survey	80% for students will pass their qualifying examination, as determined by the qualifying examination committee 80% of students will "pass" their dissertation defense, as determined by their dissertation defense committee. Using a rubric with a 1-5 scale, 80% of graduating seniors will rate school's training of students write correctly and appropriately as sufficient or (4) or better. Using a rubric with a 1-5 scale, 75% of graduates will rate school's training of students to write correctly and appropriately as sufficient as very good (4) or better.
4. Use of Numbers: Apply basic numerical and statistical concepts to	Direct: Qualifying Examination Dissertation Indirect: Exit Survey Alumni Survey	80% for students will pass the "Research and Statistics" portion of their qualifying examination, as determined by the qualifying examination committee 80% of students will "pass" their dissertation defense, as determined by their dissertation defense committee. Using a rubric with a 1-5 scale, 80% of graduating seniors will rate school's training of students to use numbers and/or statistics as sufficient or (4) or better. Using a rubric with a 1-5 scale, 75% of graduates will rate school's training of students to use numbers and/or statistics as sufficient as very good (4) or better.
5. Technology: Identify and apply tools and technologies appropriate for scholarly research in mass communication.	Direct: Qualifying Examination	80% for students will pass their qualifying examination, as determined by the qualifying examination committee

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	Dissertation	80% of students will "pass" their dissertation defense, as determined by their dissertation defense committee.
	Exit Survey	Using a rubric with a 1-5 scale, 80% of graduating seniors will rate their knowledge of media tools and technologies as sufficient or (4) or better.
	Alumni Survey	Using a rubric with a 1-5 scale, 75% of graduates will rate the school's training of students on media tools and technologies as sufficient or (4) or better.
6. Contribute Knowledge: Contribute to knowledge appropriate to the field of mass communication.	Dissertation	80% of students will "pass" their dissertation defense, as determined by their dissertation defense committee.
	Exit Survey	Using a rubric with a 1-5 scale, 80% of graduating seniors will rate their knowledge of media tools and technologies as sufficient or (4) or better.
	Alumni Survey	Using a rubric with a 1-5 scale, 75% of graduates will rate the school's training of students on media tools and technologies as sufficient or (4) or better.

Recommendations for improving the degree program assessment processes:

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