

MGA–Academic Program Assessment Plan and Curriculum Map

On which campus 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 multimodal digital communication project for a realworld 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
			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, 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) to teach the learning outcome in courses required in the major. Not all major courses need to teach all learning outcomes.

Engl 5106

Comm 5000