

**MAJOR FIELD ASSESSMENT PLAN
M.A. ORGANIZATIONAL COMMUNICATION**

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of the southeast region of the state known as the Northshore. The University's educational programs are based on vital and evolving curricula that address emerging regional, national, and international priorities. Southeastern provides credit and non-credit educational experiences that emphasize challenging relevant course content and innovative, effective delivery systems.

The purpose of the M.A. in Organizational Communication is to prepare students for the modern workplace or doctoral study; to provide training in communication theory and skills; to acquaint students with the latest communication technologies; to provide students with training in interpersonal communication skills; and to provide student with knowledge about how communication works within an organizational context.

Note:

Students in the M.A. in Organizational Communication program are exposed to cultural and global perspectives through completion of the required course, Communication 620—Organizational Culture and Diversity Issues. They are also encouraged to take the graduate level intercultural communication course, which is taught in the department every semester.

Goal 1

M.A. in Organizational Communication majors should have a strong knowledge of organizational communication theory, concepts, skills and research.

A. Expected Outcome

Students completing the masters program in Organizational Communication will demonstrate an acceptable level of knowledge in the required courses.

Assessment

Ninety percent of all graduating students in the M.A. in Organizational Communication program will pass their comprehensive exams given the semester that they graduate.

Goal 2

M.A. in Organizational Communication students will receive a valuable and relevant learning experience.

B. Expected Outcome

Students completing the M.A. program in Organizational Communication will express satisfaction with their major program of study.

Assessment

- a. On the SLU Exit Survey, at least 70% of graduating M.A. in Organizational Communication majors will indicate they were satisfied with the instruction they received in their graduate communication courses.
- b. On the alumni survey, at least 70% of M.A. in Organizational Communication majors will indicate they were satisfied with the instruction they received in their major.

Goal 3

Graduates of the M.A. in Organizational Communication program should be able to obtain employment or admittance to a Ph.D. program after completing their M.A..

A. Expected Outcome

Students completing the M.A. in Organizational Communication will be able to obtain employment in a communication or related field.

Assessment

80% of graduates of the M.A. in Organizational Communication program who are actively seeking employment will find jobs in a field of their choice at least six months after graduation.

B. Expected Outcome

Students completing the M.A. in Organizational Communication who wish to pursue a Ph.D. or other advanced degree will be admitted into an appropriate graduate program.

Assessment

80% of graduates of the M.A. in Organizational Communication program who wish to pursue a Ph.D. or other advanced degree will be admitted into an appropriate graduate program.