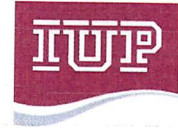# IUP Program Outcomes

IMPROVE Report (April 2018)

PROG - COMM - BS, Communications Media-Media Marketing Track

Student Learning Outcome: 1. Marketing Principles

Describe basic principles of marketing and communication as applied to media.

Action Status: Active

Assessment Year: 2017-2018, 2018-2019, 2019-2020

Indicators

Direct Assessment - Assignments from COMM Media and Marketing classes including COMM 401 & MKTG 320. (Active)

Related Goals

Academic Program Assessment

Program Knowledge - A. Program graduates will know and understand the core concepts of their field.

Student Learning Outcome: 2. Market Analysis

Analyze data relevant to media marketing.

Action Status: Active

Assessment Year: 2017-2018, 2018-2019, 2019-2020

Indicators

Direct Assessment - Assignments from COMM Media and Marketing courses including audience analysis reports, needs analysis reports, in courses such as COMM 401, COMM 305, and MKTG 433. (Active)

Related Goals

Academic Program Assessment

Program Skills - B. Program graduates will be able to use relevant professional and technical skills.

Student Learning Outcome: 3. Media Strategies

Apply media marketing strategies across various media channels.

Action Status: Active

Assessment Year: 2017-2018, 2018-2019, 2019-2020

Indicators

Direct Assessment - Projects such as event planning and assignments in courses such as MKTG 439, MKTG 445, and COMM 401.

(Active)

Related Goals

Academic Program Assessment
Program Capabilities - C. Program graduates will be capable of performing complex professional tasks.

Student Learning Outcome: 4. Media Production

Demonstrate basic media production skills.

Action Status: Active

Assessment Year: 2017-2018, 2018-2019, 2019-2020

Indicators

Indirect Assessment - Students are required to take at least 2 production courses from the COMM Media department. (Active)

Related Goals

Academic Program Assessment
Program Skills - B. Program graduates will be able to use relevant professional and technical skills.