

**MGA – Academic Program
Assessment Plan and Curriculum Map**

On which campuses is the program offered? Online College/School: Arts and Sciences; School of IT Department: English, MCA, School of IT
 Academic Degree: Post-baccalaureate Certificate Major: Technical Writing & Digital Communication 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	ENGL 5106: Technical Writing Project	ENGL 5106	85% of students in the program will earn a score of 85% or higher on the assessment
Learning Outcome 2	Students will evaluate and design original strategies for solving human to computer interface barriers associated with human social, cognitive, and behavioral issues	ITEC 5310: Major Design Project ITEC 5320: Final Collaborative Project	ITEC 5310 ITEC 5320	85% of students in the program will earn a score of 85% or higher on the assessment
Learning Outcome 3	Students will analyze and evaluate the latest digital environments and web technologies to write and publish in innovatively designed digital platforms	NMAC 5108: Final Collaborative Project ITEC 5300: Final Website Project	NMAC 5108 ITEC 5300	85% of students in the program will earn a score of 85% or higher on the assessment

**Data collected for assessment purposes should be segmented by program location. Cochran, Macon, Dublin, Eastman, Warner Robins, 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?

Major Course	English 5106	NMAC 5108	ITEC 5300	ITEC 5310	ITEC 5320
LO1	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment • Oral Presentation 	<ul style="list-style-type: none"> • Team Activity • Written Assignment • Oral Presentation
LO2	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment • Oral Presentation 	<ul style="list-style-type: none"> • Team Activity • Written Assignment • Oral Presentation
LO3	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment 	<ul style="list-style-type: none"> • Team Activity • Written Assignment • Oral Presentation 	<ul style="list-style-type: none"> • Team Activity • Written Assignment • Oral Presentation

*The major courses listed above are the courses that **all** majors are required to take. Assessment of Program SLO's takes place in these courses.*