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Soggetti	Mass media - Study and teaching (Higher) - Evaluation Electronic books.
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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Front cover; Contents; Preface; PART I: DEVELOPING THE ASSESSMENT PLAN; Chapter 1. Introduction: Why Assessment Matters; Chapter 2. Developing the Assessment Plan; Chapter 3. Mission Statements; PART II: DEVELOPING STUDENT LEARNING OUTCOMES; Chapter 4. Law and Policy; Chapter 5. History; Chapter 6. Diversity; Chapter 7. Production and Graphics; Chapter 8. Ethics; Chapter 9. Critical Thinking; Chapter 10. Research and Information Gathering; Chapter 11. Media Writing; Chapter 12. Reporting and Editing; Chapter 13. Math and Statistics; Chapter 14. Public Relations; Chapter 15. Advertising PART III: MEASURING STUDENT LEARNING OUTCOMESChapter 16. Indirect Measurements: Institutional Data, Surveys, Interviews, and Advisory Boards; Chapter 17. Indirect Measures: Internships, Careers, and Competitions; Chapter 18. Direct Measures: Examinations; Chapter 19. Direct Measures: Embedded ""Authentic"" Assessment; Chapter 20. Direct Measures: Portfolios; Chapter 21. The Capstone Course; PART IV:

USING ASSESSMENT: CASE STUDIES; Chapter 22. University of Minnesota; Chapter 23. Arizona State University; Chapter 24. Virginia Commonwealth University; Chapter 25. Zayed University  
Chapter 26. Reflections on the Impact of Assessment on Accreditation:  
Foxes and HenhousesAuthor Index; Subject Index

**Sommario/riassunto**

This component of Assessing Media Education is intended for those who would like to know how other schools have grappled with implementing assessment initiatives, and who have used assessment to improve their programs.