Real World Evaluation (COMM 553)

An elective course developed for the Faculty of Education and Master of Arts in Communications and Technology (MACT) program

Course Description and Objectives
This course is a senior seminar course designed to develop a deeper understanding of evaluation as a tool within a variety of contexts.

The course should help you develop a broader understanding of evaluation in general and, specifically, Utilization-Focused evaluations. During the course, you will plan and develop an appropriate evaluation plan, become familiar with some of the suitable methods of evaluation, including surveys and focus groups, and learn about a number of issues around evaluation.

eClass is the courseware used in this course.

Topics will include the following:
- What is program evaluation?
- Applied versus experimental or quasi-experimental design
- How can evaluation be an effective communications tool?
- How can evaluation be a tool that advances understanding?
- Ethics and evaluation
- The role of stakeholders in a successful evaluation
- The evaluations tools of survey and focus groups
- Evaluating the unknown
- How to address unexpected challenges during an evaluation project
- Different approach to evaluation
- How can evaluation be most useful?
- Getting evaluation results used and the role of judgment

Delivery Format and Resources
This course will be delivered asynchronously over the Internet using eClass. Materials will include a textbook and readings package. Online articles and reference to relevant web sites will be provided. Pre-reading will be required.

For more information contact Susan Petruszczak at (780) 492-1538 or susan.petruszczak@ualberta.ca

Enrollment is limited to 20. Early registration is suggested due to delivery format. Open to online registration via Beartracks. Priority to MACT students (course based and thesis). Open to all Graduate students starting August 4.