

## **Program and Product Evaluation**

### **Course Introduction**

This course focuses on foundational concepts and issues in the evaluation of programs and products aimed at advancing human learning and performance. These concepts are investigated within the context of instructional technology professional practice. Students will explore and engage in applied and evidence-based techniques to formative, summative, and developmental evaluation using a variety of methods, including quantitative and qualitative approaches. (EDCI 5164: Principles of Instructional Design is a prerequisite for this course.)

### **Course Objectives**

By full participation in this course, a student will be able to:

1. Define evaluation and discriminate between related key concepts, including: research and evaluation, program evaluation and product evaluation, and developmental evaluation, formative evaluation and summative evaluation.
2. Develop and write an evaluation plan for an instructional product or program to include: evaluation goals, procedures, stakeholders, data collection and analysis methods and instrumentation, timeline, budget, and limitations.
3. Develop/select and implement evaluation data collection and analysis methods and instrumentation.
4. Evaluate an instructional product or program within a real-world context.
5. Write a cohesive evaluation report to include: evaluation goals, procedures, stakeholders, data collection and analysis methods and instrumentation, timeline, budget, findings, recommendations, and limitations.
6. Articulate the real-world challenges to program and product evaluation and relevant mitigators to those challenges.