

Program Mission and Learning Outcomes for Undergraduate Communication Majors

Our mission is to prepare students for effective communication in social, cultural and interpersonal settings as well as for work in media professions or for further study. The communication program offers two areas of focus: mass communication and marketing communication.

Program Learning Outcomes for Communication Majors

- 1) Demonstrate an understanding of the principles of law and freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- 2) Demonstrate an understanding of the history and role of professionals and institutions in shaping communication.
- 3) Demonstrate an understanding of the diversity of groups in a global society in relationship to communication to target audiences.
- 4) Demonstrate an understanding of concepts, theories and applications in the use and presentation of images and information.
- 5) Demonstrate an understanding of professional ethical principles and the ability to work ethically in pursuit of truth, accuracy, fairness, and diversity.
- 6) Demonstrate the ability to evaluate research by methods appropriate to the communication professions for which they are preparing.
- 7) Demonstrate the ability to write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
- 8) Demonstrate the ability to critically evaluate and edit their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- 9) Demonstrate the ability to apply tools and technologies appropriate for the communication professions in which they work.