

ADVERTISING AND PUBLIC RELATIONS PROGRAM LEARNING OUTCOMES

Upon completion of the B.A. in Advertising and Public relations, a degree recipient will be able to:

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
6. Think critically, creatively and independently.
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
9. Critically evaluate their own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness.
10. Apply basic numerical and statistical concepts to coursework.
11. Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.