

Student Learning Goal 1: Majors will be critical thinkers who will apply communication theories and concepts in life situations.

Students will:

Advertising /Public Relations

Objective A: Appropriately apply targeted communication theories and constructs to specific projects/situations;

Objective B: Critically analyze research in the field as it pertains to specific theories;

Objective C: Evaluate communication theories and constructs for utility.

Interpersonal and Organizational Communications Concentration

Objective A: Appropriately apply targeted communication theories and constructs to specific projects/situations;

Objective B: Critically analyze research in the field as it pertains to specific theories;

Objective C: Evaluate communication theories and constructs for utility.

Journalism/Media Studies

Objective A: Understand the process and dynamics of mass communication and the way in which the media influence individuals and society;

Objective B: Identify the components and structure of an effective media presentation;

Objective C: Analyze the nature of mass communicated messages and the communicators' relationship to government, core principles and ideals, and ethics.

Student Learning Goal 2: **Communication Studies majors will design and deliver effective messages.**

Students will:

Advertising /Public Relations Concentration and Journalism/Media Studies Concentration

- Objective A: Demonstrate an awareness of their intended audience(s);
- Objective B: Select appropriate means to communicate effectively to this/these audience(s);
- Objective C: Exhibit clear writing and appropriate and effective production skills and techniques in constructing messages.

Interpersonal and Organizational Communications Concentration

- Objective A: Design and deliver messages with clear theses, reasoning, and supportive materials;
- Objective B: Apply specific message design strategies in oral/written presentations;
- Objective C: Reflectively review their skills and abilities as it relates to their work.