College of Arts & Sciences
Mass Communication, BA

Broad Learning Goals

A. Students should have core values associated with the practice of journalism and mass communication.

B. Students should have concrete skills in order to be effective practitioners of journalism and mass communication.

Student Learning Outcomes

A1. Students work and attitudes demonstrates respect for truth, accuracy, and fairness.

A2. Students work and attitudes demonstrates respect for the First Amendment and freedoms of speech and press.

A3. Students work and attitudes demonstrates respect for ethical ways of thinking and acting.

A4. Students work and attitudes demonstrates respect for the history and roles of the media.

A5. Students work and attitudes demonstrates respect for the diversity of audiences.

B1. Students should be able to write and edit clearly and accurately.

B2. Students should be able to use the tools of technology.

B3. Students should be able to apply theories in presenting information.

B4. Students should be able to engage in research and critical evaluation.

B5. Students should be able to understand data and statistics.

B6. Students should be able to think creatively and analytically.