

School of Media and Communication

Student Learning Objectives

3D Digital Design and Visual Effects, BA

- Apply interactive techniques when creating media
- Apply media aesthetic principles to media storytelling
- Demonstrate software proficiency
- Create interactive, narrative experiences
- Develop theoretical foundation
- Develop competence in media creation

Communication Studies, BA

- Create effective audience centered oral presentations
- Knowledge of symbols, messages, and meanings
- Communication competence

Electronic Media and Broadcasting, BA

- Media literacy
- Media aesthetics and applying principles to media projects
- Writing for media and decode media messages
- Create and manipulate media
- Analyze media's influence on society and culture
- Technical competence
- Develop role competence in media creation and understand various roles and stages in the production, management, and economics of media

Health Communication, BA

- Demonstrate health literacy
- Evaluate and translate complex health information
- Plan successful health campaigns
- Create successful communication strategies that recognize differences
- Demonstrate ability to work with transdisciplinary healthcare teams
- Facilitate engagement about health issues

Journalism, BA

- Reporting competency
- Ethical principles in journalism
- Legal principles in journalism
- Technical competence
- Collect and evaluate information and data

Public Relations, BA

- Apply PR theories
- Recognize existing and potential conflict
- PR activities associated with campaign planning and execution
- Practitioner proficiency
- Plan and budget PR activities
- Create PR deliverables
- Business acumen