Program Student Learning Outcomes

College: Arts & Science  
Program: Communication, BA

- Graduating seniors should have basic knowledge of the areas of the discipline, the history of the discipline, key concepts, principles, scholars, major theories, and theoretical paradigms. Graduating seniors should be able to exhibit basic communication knowledge and skills by organizing and writing critical analyses and research papers. Graduating seniors should be able to read reports of communication research with understanding and be able to employ basic strategies and resources for locating reports and summaries of research on communication phenomena.

- Graduating seniors should have basic knowledge of statistics and research design as employed in the communication discipline.

- Graduating seniors should be able to exhibit basic oral communication skills through public speaking in both formal and informal settings.