Program Student Learning Outcomes

College:  Journalism & Mass Communication
Program:  Mass Communication, PhD

- Demonstrate thorough understanding and competency in mass communication theory and current practices in a specific area of emphasis, study, or profession (advertising, public relations, journalism and media studies, creative media production, or media management).

- Demonstrate the ability to successfully apply mass communication knowledge in the targeted area of study to solve problems and to produce scholarly and/or creative works, including but not limited to original research, professional campaign, TV, radio, or multimedia production, documentary, or other creative activity, in the form of thesis, project, or comprehensive exam. Items in the rubric include application of critical thinking, engaged inquiry, solid methodology, analysis, and/professional expertise, and effective written and oral communication.

- Evidence of students’ ability to show commitment to the professional community and to demonstrate awareness of the same though application of knowledge and skills; exhibit wiliness to follow professional conduct in the area of study (integrity, ethical behavior, ability to work with diverse groups of peoples, and engagement in professional conduct toward all groups). Items in the rubric include expectations of the particular area of study in terms of professional and research conduct and self-reflection.

- Students will demonstrate the quality of research and/or creative activity in the chosen area of study by successfully competing in regional, national, and international research and/or creative competitions. Students’ research and creative work in the area of study will be recognized by academy and/or professional community.