COMMUNICATION (BA) - COMMUNICATION STUDIES TRACK

Program Learning Outcomes

- Communication skills (e.g., writing, speaking and listening).
- Production skills (e.g., computer graphics, Internet sites, public relations).
- Research skills (e.g., library, surveys).
- Critical analysis skills (e.g., apply principles and theory to situations).
- Adaptability in responding to persons (e.g., age, gender, cultural differences) and situations.
- Knowledge of communication history, theory and career opportunity.