

Bachelor of Science in Communication (BS/COM) Program Student Learning Outcomes

1. Students will apply the theoretical concepts and techniques of communication in their professional and personal environments.
2. Students will apply interaction strategies in interpersonal, intercultural and organizational settings using multiple media.
3. Students will evaluate communication effectiveness in the workplace.
4. Students will analyze the historical foundations of communication in order to forecast trends in contemporary society.
5. Students will apply ethical principles to all communication channels and strategies.
6. Students will recognize the legal implications of the use of all types of communication.
7. Students will apply research methods in the field of communication.