

# COMMUNICATION, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN ADVERTISING - LIBERAL STUDIES

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## Program Learning Outcomes

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Context of the field:** Students will understand the history, concepts, and principles of the field and critically apply these elements to current issues within the discipline.
- **Career readiness:** Students will demonstrate proficiency in message production required for entry-level positions in the field.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.

## Related Links

Communication - Advertising, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-advertising/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<http://www.sru.edu/Documents/offices/PRMA/PLC.pdf>)