

COMMUNICATION, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN INTEGRATED MARKETING COMMUNICATION

Program Learning Outcomes

Communication - Integrated Marketing Communication, BS

- Produce appropriately targeted media materials in a variety of formats.
- Understand the role of public relations, advertising, and other promotional marketing tools in the integrated marketing communication mix.
- Demonstrate the ability to develop a research-based strategic integrated marketing communication plan tailored to a designated consumer profile.

Strategic Communication and Media Department, Overall

- **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 - Integrated Marketing Communication, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-integrated-marketing/>)

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

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)