

# STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF ARTS (BA)

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## PROGRAM LEARNING OUTCOMES

### Strategic COMMUNICATION and media, BA

- **Research & Analysis:** Demonstrate knowledge and proficiency in research and analysis relevant to the communication discipline.
- **Applied Skills:** Develop additional communication competencies through course selection within their degree requirements and through free electives. These additional competencies may include: design skills, media production skills, intercultural skills, journalistic skills, and public relations writing skills; or skills related to a minor program of study.
- **Advanced Skills: Knowledge of Communication Discipline:** Develop knowledge and understanding of the history, evolution, and fundamental theories of the discipline of communication.

### STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

## RELATED LINKS

Strategic Communication and Media, BA Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-studies/>)

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-licensure/>)