

# STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN CONVERGED JOURNALISM

---

## PROGRAM LEARNING OUTCOMES

### Strategic COMMUNICATION and Media - CONVERGED JOURNALISM, BS

- **Converged Journalism:** Demonstrate the ability to write all elements of a basic news story following AP professional journalistic style, with proper content, grammar, style, and editing components.
- **Media Technology:** Employ new-media technologies in reporting.
- **Reporting & Investigating:** Employ advanced reporting and investigative skills.

### 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 - Converged Journalism, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-converged-journalism/>)

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/>)