

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

PROGRAM LEARNING OUTCOMES:

Strategic COMMUNICATION and Media - MULTIMEDIA JOURNALISM, BS

- **5.1 Journalistic Writing:** Demonstrate the ability to develop and write news stories for print, broadcast, and digital platforms following AP professional journalistic style, with proper content, grammar, style, and editing components. (SRU SLO 1, SRU SLO 5)
- **5.2 Media Technology:** Employ new-media technologies in reporting. (SRU SLO 1, SRU SLO 5, SRU SLO 10)
- **5.3 Reporting & Investigating:** Employ advanced reporting and investigative skills. (SRU SLO 2, SRU SLO 5, SRU SLO 7)

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively. (SRU SLO 1)
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century. (SRU SLO 8)
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data. (SRU SLO 2)

Related Links

Strategic Communication and Media - Multimedia 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/>)