

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN PUBLIC RELATIONS

PROGRAM LEARNING OUTCOMES

Strategic COMMUNICATION and Media - PUBLIC RELATIONS, BS

- **Writing:** Produce written communication tactics to communicate with various publics.
- **Tactics:** Employ social media, multimedia, and graphic design technologies to communicate with publics.
- **Strategic Campaigns:** Demonstrate the ability to develop a research-based strategic communication plan tailored to a specific target public.

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 - Public Relations, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-public-relations/>)

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/>)