

School of Media and Communication

Student Learning Objectives

Communication Studies

- Create effective oral presentations
- Knowledge of symbols, messages, and meanings
- Communication competence

Electronic Media and Broadcasting

- Media literacy
- Media aesthetics
- Writing for media
- Technical competence

Health Communication

- Demonstrate health literacy
- Plan successful health campaigns
- Create successful communication strategies that recognize differences
- Demonstrate ability to work with transdisciplinary healthcare teams
- Facilitate engagement about health issues

Journalism

- Reporting competency
- Ethical principles in journalism
- Legal principles in journalism
- Technical competence

Media Informatics

- Apply interactive skills
- Demonstrate software proficiency
- Create interactive, narrative experiences
- Develop theoretical foundation
- Develop competence in media creation

Public Relations

- Apply PR theories
- Recognize existing and potential conflict
- Practitioner proficiency
- Business Acumen