

Bachelor of Arts in Journalism and Public Communications

Program Student Learning Outcomes

Students graduating with a Bachelor of Arts in Journalism and Public Communications will be able to:

1. Demonstrate an understanding of the history and the role of journalism and public communications in society;
2. Demonstrate an understanding of diversity in a global society in relationship to communications;
3. Demonstrate an understanding of the ethical concepts, legal rights and responsibilities, considerations and practices that guide public communications and research in the field;
4. Gather, critically evaluate, and synthesize information from various sources;
5. Demonstrate the ability to think independently and evaluate their own work and the work of others for accuracy, fairness, clarity, style and correctness;
6. Communicate effectively in a variety of contexts and formats;
7. Apply basic numerical and statistical concepts and methods appropriate for the communications professions.