

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:

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