

Bachelor of Arts in Communication

Program Student Learning Outcomes

Students graduating with a Bachelor of Arts (BA) in Communication will be able to:

- Explain, synthesize, apply, and critique communication theories, perspectives, principles, and concepts;
- Engage in communication scholarship;
- Create ethical, appropriate, and effective messages for the relationship, audience, purpose, and context;
- Critically analyze and respond to messages;
- Use communication to understand difference.