

- These objectives were up-dated in the fall of 2016. Outcome data and data based decision report are based on previous on the previous objectives and plan.

Communication Studies Program Student Learning Objectives

Students will be able to:

1. Design and deliver effective messages appropriate to the audience, purpose, and context.
2. Effectively explain and apply communication concepts, theories, perspectives, and principles to their personal experiences.
3. Feel confident in their understanding of how to 1) Build lasting and mutually positive interpersonal relationships; 2) Effectively communicate in organizational settings; 3) Sensitively understand and bridge cultural differences when interacting in a culturally diverse society; and 4) Recognize, plan, and implement strategies of persuasion that are effective and ethical.
4. Effectively, critically and systematically analyze messages.
5. Demonstrate understanding of how to engage in communication inquiry.