Department of Communication and Journalism
Program Outcomes

*Mass Communication: Advertising Major*
- Students will analyze media and their role in society
- Students will explain what it means to communicate ethically
- Students will apply legal rights and responsibilities in the context of advertising
- Students will explain the role of culture and diversity in the context of advertising
- Students will recognize and investigate creative problems in advertising
- Students will explain and apply advertising concepts in a variety of contexts
- Students will evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Students will apply basic numerical and statistical concepts in the context of advertising
- Students will conduct research and evaluate information using methods appropriate to the advertising profession
- Students will write in forms and styles appropriate to the advertising profession
- Students will use technologies appropriate to the communications professions in which they will work.

*Mass Communication: Advertising Minor*
- Students will analyze media and their role in society
- Students will explain and apply advertising concepts in a variety of contexts
- Students will conduct research and evaluate information using methods appropriate to the advertising profession
- Students will write in forms and styles appropriate to the advertising profession
- Students will use technologies appropriate to the communications professions in which they will work

*The outcomes in the mass communication majors and journalism major align with the Professional Values and Competencies determined by the Accrediting Council on Education in Journalism and Mass Communication.*