Department of Communication and Journalism
Program Outcomes

*Mass Communication: Public Relations Major*
- Students will analyze media and their role in society
- Students will analyze situations calling for public relations and identify appropriate strategies.
- Students will produce strategic communications in a public relations context
- Students will use research to identify and target audiences
- Students will use oral communication appropriate to the public relations profession
- Students will write in forms and styles appropriate to the public relations profession
- Students will use visual communication appropriate to the public relations profession
- Students will use technologies appropriate to the communications professions in which they will work
- Students will explain why communication must be sensitive to a receiver’s socio-cultural group memberships
- Students will apply legal rights and responsibilities in the context of public relations

Mass Communication: Public Relations Minor
- Students will analyze media and their role in society
- Students will explain the role of research in identifying and targeting audiences
- Students will communicate in the oral, written and visual communication modalities
- Students will explain why communication must be sensitive to a receiver’s socio-cultural group memberships

*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.*