

Learning Goals for the Communications Program

A graduate of the department has the knowledge and ability to

1. Create messages in a variety of media and arenas, critically and creatively;
2. Present and/or advocate ideas ethically and effectively for a variety of audiences;
3. Evaluate messages using critical and ethical analysis; and
4. Analyze how audiences receive, interpret, and react to messages.

Alignment with Academic Learning Goals

Graduates will	1	2	3	4
Demonstrate an integrative knowledge of the human and natural worlds;				X
Develop habits of critical analysis and aesthetic appreciation;	X	X	X	X
Apply creative and innovative thinking;	X			
Communicate skillfully in multiple forms of expression;	X	X		X
Act competently in a global and diverse world;	X	X		X
Understand and promote social justice;		X		
Apply a framework for examining ethical dilemmas;		X	X	
Employ leadership and collaborative skills;		X		
Understand the religious dimensions of human experience.		X		X

Alignment with Assessment Measures

Measure	1	2	3	4
Capstone Project (Seniors)	Direct	Direct	Direct	Direct
Senior Exit Survey (Seniors)	Indirect	Indirect	Indirect	Indirect

A note about this department's definition of program:

The Communications major is designed to reinforce the integration of communication principles in different media and situations not only for students in the General Communications track but also for students in the five more specialized tracks. Each of the tracks addresses the process of how people use messages to share understanding, opinion, make commitments, and recognize the implications of commitments. Every student in the Tim Russert Department of Communication and Theatre Arts should be able to communicate effectively through a variety of perspectives rather than only one.

Includes concentrations in Integrated Marketing, Journalism, Persuasive and Relational Communication, Theatre, and Visual Media; and the minor in Communication.