

Communication Studies - Applied Leadership Emphasis, BS

BS Communication Studies Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Write about and apply the tenets of communication theories, concepts, models, and perspectives that span the breath of the discipline
2. Evaluate effective and appropriate written and oral communication in interpersonal, intercultural, organizational, public, and online contexts
3. Demonstrate critical thinking and reasoning in relational, mediated and cultural interactions to promote and improve communication effectiveness
4. Differentiate methods of communication research by critiquing existing scholarly research and producing individual scholarly writings
5. Generate communication activities that prioritize social responsibility and ethical awareness in a variety of contexts