

Digital Media - Public Relations, BS

BS Digital Media Program Learning Outcomes

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

1. Explain mediated communication theories from various traditions and apply those theories to media production, management and consumption.
2. Apply sound reasoning, global and cross-cultural perspectives, critical thinking, ethics, and problem-solving skills to critically evaluate media production, promotion and consumption.
3. Use professional research to evaluate the efficacy of mediated messages, integrating media analytics and metrics into qualitative and quantitative approaches.
4. Develop general and specialized public relations skill sets, integrating professional practices in research of client needs, strategic planning, professional writing and message creation, and evaluation of message effectiveness.