Student Learning Objectives
Communication Department

**Communication Studies**
- Create effective oral presentations
- Knowledge of symbols, messages, and meanings
- Communication competence

**Electronic Media and Broadcasting**
- Media literacy
- Media aesthetics
- Writing for media
- Technical competence

**Journalism**
- Reporting competency
- Ethical principles in journalism
- Legal principles in journalism
- Technical competence

**Media Informatics**
- Apply interactive skills
- Demonstrate software proficiency
- Create interactive, narrative experiences
- Develop theoretical foundation
- Develop competence in media creation

**Public Relations**
- Identify organizational/business issues
- Select resources
- Integrate stakeholder resources
- Plan written communication/PR initiatives
- Generate written communication
- Compose written communication
- Prescribe activities and budget
- Formulate profitable public relations plan