

BA in Digital Media and Communication (Bachelor's Completion Program)

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Create digital content to clearly express ideas in oral, written and visual forms across multiple media.
2. Express fluency in personal presentations incorporating multi-media: images, video, audio and charts in group settings.
3. Skillfully integrate text, audio, video, graphics in a communication or story across platforms such as YouTube, Instagram, Twitter, Snapchat, Facebook or other web platforms.
4. Demonstrate written fluency and narrative development in creative mastery of storytelling skill sets across mediums: digital and print publications, video, audio and social media.
5. Articulate legal, ethical biblical principles impacting digital media professionals and the fields and industries they serve.
6. Explain the relationship between the forms of media in a digital media ecosystem and the implications of content analytics.
7. Ethically apply interpersonal and negotiation skills to arrive at solutions and resolutions in small work group settings.