

BA in Public Relations

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Identify major theories and development of the field of public relations.
2. Understand how public relations techniques create relationships between organizations and their different publics.
3. Apply Christian ethical principles to the practice of public relations.
4. Select public relations strategies and techniques to solve communication problems.
5. Utilize quantitative and qualitative tools to produce research in the field of public relations.
6. Create professional public relations campaigns.
7. Build a personal portfolio of public relations artifacts.