

BA in Communication Management

Program Learning Outcomes

Program Learning Outcomes

Students who successfully complete this program shall be able to:

1. Explain how communication creates, sustains, manages, and changes persons, groups, organizations, and society, and use that knowledge in an ethical manner.
2. Articulate how the Christian faith and one's worldview can inform the study, evaluation, and practice of communication.
3. Identify one's own communication tendencies, strengths, and weaknesses.
4. Express ideas clearly and accurately through oral and written communication using various media in academic and practitioner contexts.
5. Utilize quantitative and qualitative research tools to explore communication worlds.
6. Apply communication theories and ethics to various communicative situations.
7. Identify a vocational direction where one's communication skills can be utilized to make a positive difference.