

School of Communications

Student Learning Outcomes for all Graduate Programs

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Advertising and Marketing Communications

The Master of Arts (M.A.) degree in advertising and marketing communications is intended for students who have both an interest and background in advertising and marketing communications. This degree provides additional theory and application for students who want to advance in their careers

Student Learning Outcomes:

Successful graduates of this program will be able to:

- Demonstrate a working knowledge of the full spectrum of advertising and marketing communications activities and their organizational structure;
- Analyze a client's specific marketing situation and use critical thinking skills to determine appropriate marketing communications objectives, strategies, and tactics to accomplish the client's goals;
- Understand the essential role of traditional and non-traditional media to achieve advertising objectives;
- Evaluate the effectiveness of a marketing communications plan and give productive direction to a team;
- Stay competitive in the use of merging technologies as applied to the field of advertising and marketing communications;
- Understand the influences of culture and international business practices to foster breakthrough advertising and marketing communications strategies and concepts;
- Develop a forward-thinking mindset to anticipate and take advantage of changes in consumer trends, non-traditional media and new technologies that affect marketing communications.

Communications Management

The Master of Arts (M.A.) degree in communications management is intended for students working in any communications-related field, who are seeking to advance to a position with broader managerial responsibilities.

Student Learning Outcomes:

Successful graduates of this program will be able to:

- Apply all functional areas of communications to specific organizational issues or challenges;
- Manage projects within a communications framework;
- Communicate more effectively with upper level management;
- Work effectively in a business environment;
- Present solutions to communications problems;
- Work with and manage creative and technical experts;
- Use strategy and tactics in implementation of communication plans and programs;
- Adapt and integrate new skills as technologies change.

Media Communications

The Master of Arts (M.A.) degree in media communications is for students who have both an interest and background in communications.

Student Learning Outcomes:

Successful graduates of this program will be able to:

- Understand the breadth of media communications;
- Use multiple perspectives to examine media;
- Examine media in multiple contexts: cultural, economic, political, etc.
- Look at media as product, process and commentary;
- Apply research strategies to analyze media;
- Apply qualitative and quantitative research methodologies.

Media Literacy

The Master of Arts (M.A.) in media literacy provides students with a critical perspective that will enable them to decipher the information they receive through the channels of mass communications and to develop independent judgments about media content. This degree examines the cultural political and economic context of media, which affects media programming. Students who earn an M.A. in media literacy may pursue careers in education, media literacy research, the press, public policy, community-based media and media arts production.

Student Learning Outcomes:

Successful graduates of this program will be able to:

- Identify media literacy concepts;
- Understand the impact of the media on the individual and society;
- Apply media literacy concepts to media and media programming;
- Recognize media content as a cultural “text” that provides insight into contemporary society;
- Assess qualitative and quantitative approaches to media literacy;
- Cultivate an enhanced enjoyment, understanding and appreciation of media content; In the case of media communicators, produce effective and responsible media messages.

Public Relations

The Master of Arts (M.A.) degree in public relations is intended for students who have both an interest and background in public relations. The M.A. in public relations is theory and applications based. It is not intended to be production-oriented and therefore, students interested in developing a creative portfolio may wish to consider undergraduate coursework in public relations.

Student Learning Outcomes:

Successful graduates of this program will be able to:

- Demonstrate expertise in problem identification, resolution development and implementation for communication-related issues;
- Design and perform public relations research and understand findings, in order to solve an organization’s communications problems;
- Develop public relations plans for various internal and external audiences;

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- Demonstrate strategic-level analysis and critical thinking;
- Assess and apply major tactical-level communications tools based on overall public relations plan strategy;
- Review trends and anticipate implications for futu4re communications needs and challenges;
- Identify changes that could have an impact on public relations practices.