

School of Communications

Student Learning Outcomes for all Undergraduate Programs

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Advertising/Marketing Communications

Students majoring in Advertising and Marketing Communications gain a strong academic base and an understanding of the marketing communications tools available to promote a business or an organization's goods and services. These include newspaper, magazine, collateral, radio, television, we-based, place-based and direct advertising, public relations and publicity and trade and consumer promotions shows. Students learn all phases of the marketing communications process through hands-on experience in research, planning strategy development, copywriting, visual communications, budgeting, media buying, campaign analysis and the production of both stand-alone pieces and fully integrated marketing communications campaigns to be used in the students' portfolios.

Student Learning Outcomes:

Advertising and Marketing Communications program graduates will:

- Have knowledge of the role of marketing communications in achieving organizational objectives. This includes awareness of American and international business practices and familiarity with the functions of business departments relating to the marketing communications function;
- Have an understanding of the role of marketing communications tools, including advertising, public relations, sales promotion, personal selling and direct communications, as well as an understanding of their interrelationships;
- Have the ability to plan a complete marketing communication program including situation analysis, research objective-setting, target audience definition, creative development, media planning, budgeting, and campaign outcome evaluation.
- Have the ability to craft creative, persuasive messages for specific target audiences, product/service categories and media formats;
- Have an understanding of both traditional and non-traditional media and their uses;
- Have an understanding of how to seek employment in specialized areas of the marketing communications industry;
- Have production skills in those areas important to functioning successfully as an entry-level professional;
- Have the necessary interpersonal, organizational and presentation communication skills to enhance client service at any level, and
- Have created a polished, professional portfolio of advertising and marketing communications materials with which to conduct a job search.

Audio Production

Students majoring in audio production learn to work in a variety of audio fields of music recording, film sound, audio for video, radio, electronic sound synthesis, theatrical sound design, sound reinforcement, audio for computer applications, and audio equipment maintenance. A hands-on approach is a key part of the program and complements lectures on audio theory. The history of the audio industry is also an important

component of the program, lending perspective and offering insight into the industry's future.

Student Learning Outcomes:

Successful graduates of this program will:

- Learn to function professionally using a variety of audio/media technology;
- Gain a fundamental knowledge of the theories underlying the science and art of audio production;
- Learn how to perform professionally in the field of audio production as production staff and management.

Audio Production with an Emphasis in International Audio Production

As a global institution, Webster University recognizes the need for audio production professionals throughout the world. The emphasis in international audio production is earned in addition to the requirements for a B.A. degree in audio production. Students achieving the emphasis are industry professionals capable of meeting this worldwide need.

Students earning the emphasis learn:

- Fluency in a foreign language;
- Technical fluency in a foreign language;
- How to live and function in a foreign country;
- A practical appreciation of a foreign culture;
- Audio Production techniques as practiced in another country;
- Audio Production aesthetics as practiced in another country;
- The operation and economics of the Audio Production industry outside the United States;

Broadcast Journalism

Students majoring in broadcast journalism develop skills required in reporting, writing, producing, and editing news for radio and television. Students have hands-on experiences through class projects, work on various television news program, news shifts at the University-sponsored radio and television stations and industry internships. The program also examines issues including the impact of TV and radio news, and ethical considerations.

Student Learning Outcomes:

Successful graduates of the program will learn:

- Broadcast-style news writing skills;
- The history of broadcasting;
- Broadcast performance skills;
- How to conduct interviews for broadcast;
- How to record and edit sound for radio news;
- How to shoot and edit video for television shows;
- How to identify and create the components of radio and television newscasts;
- The functions performed by broadcast news personnel;
- How news judgment affects story choice;

- How to address the ethical issues facing broadcast journalists.

Documentary Production Certificate

The certificate in documentary production is designed to give students from all academic disciplines within the university an opportunity to explore the theory and practice of documentary production and documentary film studies.

Student Learning Outcomes:

Successful graduates of this program will:

- Acquire knowledge of the history of international documentary filmmaking;
- Acquire production skills to research, write, film, edit and distribute documentary productions in moving image media;
- Understand the theoretical foundations of documentary filmmaking in other academic disciplines, including anthropology and media studies.

Film Production

The film production major offers a systematic and thorough approach in learning the craft and aesthetics of motion picture production in both traditional and digital film formats. Early in the program, students develop and execute their own projects. As they progress through the program, they may continue to make their own films or can focus on different areas of interest, such as directing, producing, cinematography, editing, animation and visual effects. They may explore these areas in a variety of disciplines, such as narrative, documentary, experimental and independent production.

Student Learning Outcomes:

Successful graduates of the program will gain:

- An understanding of the basic terminology of the motion picture industry, including technical, aesthetic and theoretical terms;
- The ability to communicate and present creative film ideas to their peers;
- Skills in the formulation of scripts in line with industry standards;
- Technical knowledge and skills of using motion picture cameras, lighting and sound equipment;
- Proficiency in pre-production, production and post-production of motion pictures by hands-on exercises and the production of individual projects;
- Skills in directing and managing talent and crew in a professional manner in line with industry standards;
- Abilities of collaboration with their student colleagues, film professionals, and faculty;
- Critical skills for viewing motion pictures through awareness of critical film theory, film history and diverse film genres and expressions;
- How to research formulate and write film critiques and reviews;
- A reel of personal work that demonstrates their artistic progression and abilities.

Film Studies

The film studies major is designed to provide students with a comprehensive theoretical study of film and knowledge of basic film production. Students develop an understanding of film history and aesthetics, as well as critical approaches to the study of film. Upper level courses focus on in-depth analysis of the film genres, filmmakers, or

international cinema. Film studies courses move from general survey to specific, in-depth studies of a genre, filmmaker, or theory.

Student Learning Outcomes

Successful graduates of the program will gain:

- Knowledge of film history and aesthetics and critical approaches to the study of film;
- In-depth understanding of film genres, filmmakers and theories;
- Proficiency in theory and applied film production skills needed for careers in film studies, writing, teaching and research, film restoration and archiving, scriptwriting and producing for film.

Interactive Digital Media

In the B.A. in interactive digital media, students learn a systematic and thorough approach to the study of interactive media. Students learn interactive concepts and aesthetic considerations as well as diverse skills in audio production, video production and post-production and selected computer programs—all necessary for the production of interactive digital projects. Students learn to integrate different media into coherent programs that effectively communicate—whether to tell a story, report a news event, or experiment with new media.

Student Learning Outcomes:

Successful graduates of the program will gain:

- The ability to read, author and critique mediated messages across all areas of mediated communications;
- Skills in improving the interactivity of traditional mediated messages;
- Technical proficiency in interactive media skills
- Portfolio material showing proficiency in combining media and utilizing interactive techniques.

International Digital Media with an Emphasis in Animation

The new era of digital technology influences everything from short-form animation to feature-length films. However, the successful integration of content and technique still distinguishes an extraordinary animation from a technical exercise. The animation emphasis in interactive digital media offers students the opportunity to learn core principles and techniques of animation, storytelling skills for short and long form animations, and the expression of those stories using current digital animation tools.

Student Learning Outcomes:

Successful graduates of the program will gain:

- Technical proficiency in 2D and 3D animation skills;
- Proficiency in creating conceptual artwork, storyboards and screenplays;
- A broad set associated skills in imaging, compositing, editing, and delivering animated materials;
- The ability to bring animation work into various media;
- Proficiency in critiquing animation work through an understanding historical trends as well as current processes;
- A reel demonstrating the quality of skills obtained.

Interactive Digital Media Certificate

Students learn critical skills and develop content for an interactive and digital media context. The acquisition of skills in content development and technical applications is important for students majoring in any field who want to share their ideas with others.

Student Learning Outcomes:

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- A broad set associated skills in imaging, compositing, editing, and delivering animated materials;
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- Proficiency in critiquing animation work through an understanding historical trends as well as current processes;
- A reel demonstrating the quality of skills obtained.

Journalism

The print journalism major prepares students for entry-level jobs on weekly and daily newspapers, as well as weekly and daily newspapers, as well as for magazine and free-lance writing careers. Students learn all aspects of publication production, acquire word processing and desktop publishing computer skills, and write for the award-winning weekly campus newspaper, *The Journal*. Majors are required to learn all genres of newspaper writing, as well as to receive a firm grounding in journalism history, media ethics, and communications law. Many students work in internships on monthly, weekly and daily publications before entering the journalism career field.

Student Learning Outcomes:

Successful graduates of the program will learn:

- Associated Press (AP) style news writing skills;
- The history of journalism;
- How to interview sources and write stories;
- How to identify and create the components of newspaper, magazine and websites; the functions performed by newsroom personnel;
- How news judgment affects story choice;
- How to identify and address ethical issues facing journalists;
- The legal rights and constraints affecting journalism.

Journalism with an Emphasis in Global Journalism

The global journalism emphasis prepares students for careers in national and international reporting, as well as for graduate studies in foreign service or international business areas. Students in this major will have an educational experience abroad and can be expected to achieve proficiency in another language.

Student Learning Outcomes:

Successful graduates of the program share the learning outcomes with those who major in journalism (see Journalism Learning Outcomes.) In addition, students learn:

- The technology and regulation of international communication;
- The journalism philosophies held throughout the world;

- The economic structures of media in both the developed world and in underdeveloped countries.

Media Communications

The B.A. in media communications enables students to become familiar with several areas within the communications curriculum. Students may devise a concentration in the theory and history of media, or may combine work in two or more media (for example, journalism and photography, or advertising and public relations.)

Student Learning Outcomes:

Students majoring in Media Communications will learn:

- The history of significant forms of mass communications, including print, radio, television, film, photography and interactive digital media;
- Essential principles of regulations governing media;
- How to apply ethical principles to the decision making processes in media organizations;
- How to conduct basic quantitative and qualitative research in media studies;
- The essential principles of writing for various forms of media.

In addition, students will choose a specific area of focus within the School of Communications, either in media theory or production, and will learn basic, intermediate and advanced concepts in that field, demonstrating their facility in a Senior Overview or a Professional Practicum.

Media Literacy

Students of media literacy apply critical thinking skills in analyzing the source of much of our information: the media. The emphasis in media literacy consists of the following areas of study: an awareness of the impact of the media on the individual and society; an understanding of the process of mass communication; the development of critical approaches with which to analyze and discuss media messages; an awareness of media content as a “text” that provides insight into our contemporary culture and ourselves; an awareness of the depiction of diverse groups within a culture by the media; and the cultivation of an enhanced enjoyment, understanding and appreciation of media content.

Student Learning Outcomes:

After completing their course of study in media literacy, students will demonstrate the ability to:

- Identify media literacy concepts;
- Develop an awareness of the impact of the media on the individual and society;
- Apply media literacy concepts for media and media programming;
- Develop an awareness of media content as a cultural “text” that provides insight into contemporary society;
- Become familiar with quantitative and qualitative approaches to media literacy;

Conduct primary research and analysis, using media literacy quantitative and qualitative methodologies.

Photography

Through the curriculum for the B.A. in photography at Webster University, students learn to be technically proficient, versatile, imaginative, and capable of working in a variety of

photographic fields and technical environments. Photography majors graduate with a solid grounding in the aesthetic and the communicative aspects of the medium. Students take courses in a variety of formats (small, medium and large,) materials (black/white and color,) and technical environments (chemical and digital.) Students become familiar with a variety of approaches (journalistic, commercial/editorial, scientific) while concentrating on one.

Student Learning Outcomes:

Successful graduates of the program will gain:

- Technical proficiency, versatility, imaginative applications and the capability of becoming a professional in a photography career;
- Proficiency in the aesthetic and communicative aspects of photography;
- An understanding of a variety of photographic approaches and formats and proficiency in an approach of their choosing.

Public Relations

The public relations major combines a strong base in academic study with opportunities to test concepts through projects with actual clients. Writing proficiency is a necessary element of the major, as writing and knowledge of target audiences form the basic foundation of good public relations. Students learn theories and gain hand-on experience in creating strategic information programs, internal communications plans, media relations and special events as they build their professional portfolios using all available formats of media (print, video, radio and television, newspapers and digital and electronic applications.) Students learn from practicing professionals who are their professors, lecturers, mentors and clients, bringing a real-world substance to the major. Field internships augment the experience.

Student Learning Outcomes:

Successful graduates of the program will gain:

- Understanding and mastery of public relations and corporate communications functions employed in both business and non-profit organizations including problem analysis, strategic planning, message development and tactical solutions;
- A thorough knowledge of philosophy and function of the news media and the necessary skills to interface with members of the media in both proactive and reactive contact;
- Knowledge of American business in its various forms and an awareness of the functions of business departments as they relate to public relations;
- Solid writing skills in business, media and public relations formats, such as white papers, news releases, strategic and tactical public relations campaign materials and plans, etc;
- Production skills in those tactical areas important to successfully functioning as a public relations professional including: publishing graphics, internet web site management, computer software applications and any other medium relevant to the student's chosen career path;
- Superior communication skills needed for maintaining client relationship and communication skills including interpersonal communications, organizational communications and business presentations.

Speech Communication Studies

The undergraduate degree in speech communication studies provides students with an understanding of the processes of oral communication. Students are exposed to a variety of theory and skill development opportunities ranging from forensics and presentational applications to rhetorical awareness and analysis. The program offers opportunities to study in three areas: Interpersonal-relational communication, professional speaking and performance, and a comprehensive general approach to the field. Each program incorporates coursework from a variety of discipline areas to provide a comprehensive theoretical and practical curriculum.

Student Learning Outcomes:

Graduates of this program will be able to:

- Deliver oral presentations appropriate for particular audiences and occasions
- Understand and demonstrate the differences between effective oral and written communications;
- Understand what distinguishes effective interpersonal communication from ineffective interpersonal communication;
- Demonstrate the ability to critically apply rational communication principles to relationships;
- Utilize strategies to effectively adapt messages to audiences in an effort to achieve their communication goals;
- Critically listen to and evaluate messages;
- Demonstrate skills essential to communicating and contributing effectively within group contexts;
- Appreciate the importance of recognizing the role life experience and background play in one's unique communication style;
- Apply their experiences within the speech communication studies program to contexts within their own experiences, continuing that application throughout their lives.

Sports Journalism Certificate

The certificate program in sports journalism provides students a basic understanding of the field of sports journalism. The program combines theoretical information with writing and production experience.

Scriptwriting

The major in scriptwriting provides students with a structured approach to understanding the craft of writing scripts for film, television and other electronic media. By analyzing scripts and producing their own creative work, students learn character development, plot, structure, suspense and tension, as well as the conventions of various genres.

Student Learning Outcomes:

Successful graduates from the program will learn:

- The conventions of structuring scripts for film and television and the effect of using alternative structures;
- How to create effective characters that engage an audience;
- How to build and maintain suspense and tension using both structure and pacing;

- The principle elements of storytelling for visual media—action, image and dialogue—and how and when to use each tool for greatest effect;
- How to elicit an audience’s emotional response using a variety of means;
- The industry standard for proper script format.

Video Production

The B.A. in video production is a comprehensive course of study, balancing a solid grounding in theory with extensive hands-on experience. Field and studio production classes work with current technology, focusing in areas that include documentary, narrative, corporate, and experimental video.

Student Learning Outcomes:

Successful graduates of the program will learn:

- Field and studio production processes, as well as current Internet production and distribution methods;
- How to plan and produce a variety of video programs;
- Fluency in postproduction applications.