

Communication Studies, BS

BS Communication Studies Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Apply and demonstrate the importance of foundations and contributions of communication in both historical and contemporary contexts.
2. Identify and evaluate ethical communication in personal, professional, and societal contexts.
3. Illustrate how communication concepts and theories are used to understand communication behaviors in a variety of contexts, including small groups, organizations, interpersonal and professional relationships, and public discourse.
4. Synthesize and apply communication theory and skills to solve problems, manage personal and professional relationships, and overcome communication barriers.
5. Integrate critical reasoning into the formulation and delivery of effective and ethical personal, social, professional, and public oral and written messages for a variety of audience compositions in numerous contexts.
6. Analyze and critique messages from personal, social, professional, and public sources to determine message effectiveness, ethics, appropriateness, and strategies utilized by the message designer.
7. Apply effective and appropriate written and oral communication skills when exposed to intercultural settings, and cross-cultural environments to achieve a cultural sensitivity to diversity, as well as to navigate and overcome potential communication differences.