Media Studies - Public Relations Emphasis, BS

BS Media Studies Program Learning Outcomes

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

1. Apply conceptual understanding of mediated communication theories from various traditions and practical understanding of media production, management and consumption with the theories.
2. Conduct academic research and construct academic arguments using established research methods.
3. Create and promote mediated messages in compliance with technical and aesthetic principles for a variety of purposes based on in-depth analysis of the audience and situation.
4. Evaluate media production and consumption by applying critical thinking, ethics, and problem-solving skills.
5. Conduct professional research to evaluate efficacy of mediated messages by integrating media analytics and metrics into qualitative and quantitative approaches.
6. Develop global and cross-cultural perspectives in evaluation of media production, promotion, and consumption.