

Communication Department
Learning Outcomes (as of Fall 2024)

LO1: Demonstrate an understanding of users and audiences for delivering oral, written and visual content that meets their communication needs.

LO2: Exhibit the ability to differentiate and evaluate source quality and critically analyze and produce arguments for a variety of contexts (interpersonal, small groups, organizations, public discourse, and digital media) through creative or academic work such as papers, presentations and multimedia projects.

LO3: Demonstrate expertise in a specialization (digital media, multimedia production & journalism, organizational & leadership communication, or strategic communication) by producing creative or academic work that meets or exceeds expectations of external reviewers, competition judges, internship supervisors, and employers.

LO4: Demonstrate an ability to engage appropriate research methods for information gathering and message shaping for targeted audiences by producing academic papers, professional reports, and/or fact-based stories and videos.

		LO1	LO2	LO3	LO4
COMM 141	Radio Activities	P		I/P	I/P
COMM 161	PR Activities	I	P	P	
COMM 181	Journalism Activities			I/P	I/P
COMM 211	Presentational Speaking	I	I		
COMM 215	Foundations of Communication Theory	I	I		I/P
COMM 216	Multimedia Storytelling	I		I/P	
COMM 221	Multimedia Writing	P	P	I/P	I/P
COMM 227	Foundational Video	P		I/P	I
COMM 231	Integrated Brand Management	I	I	I	I
COMM 245	Studio Production	P		P	
COMM 270	Introduction to Data Visualization	P	I	P	P
COMM 271	TV Activities	P		P	
COMM 285	Communication and Ethics	I	I	I	I
COMM 322	Media Law		M		P
COMM 332	Intercultural Communication		M		P
COMM 336	Visual Storytelling I	P		P	P
COMM 340	Advertising and Public Relations Research and Strategy	P	P	P	P
COMM 346	Visual Storytelling II	M		P	P
COMM 351	Principles of Persuasion and Influence	P	P	P	P
COMM 355	Organizational Rhetoric	P	P	P	M
COMM 384	Audio Documentaries	M	M	M	M
COMM 387	Organizational Communication	M	M	M	M
COMM 386	Web Communication	M	P	P	P

COMM 388	Professional Video Production	P		P	
COMM 389	Advanced Video Production	M		M	
COMM 397	Internship	P	P	P	
COMM 413	Campaigns I	M	P	P	P
COMM 414	Campaigns II	M	P	P	M
COMM 435	Organizational Crisis and Change	P	M	P	M
COMM 443	Communication and Civic Engagement	P	M		P
COMM 444	Leadership Communication	P	P		P
COMM 493	Senior Seminar	M	M	M	M