

# ADVERTISING, B.A.J.M.C.

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## Learning Outcomes

Students graduating from the Advertising, B.A.J.M.C. program will be able to ...

- demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.
- demonstrate the ability to think critically, creatively and independently evaluate their own work and the work of others for accuracy, fairness, clarity, style and correctness.
- demonstrate an understanding the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society.
- demonstrate an understanding of the ethical concepts, legal implications, considerations and practices that guide the mass media professions.
- demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content
- apply basic numerical and statistical concepts and methods appropriate for the communications professions.