JOURNALISM AND MASS COMMUNICATIONS, M.M.C. WITH GCIT NCCU

Learning Outcomes

1. Students will demonstrate an understanding of the principles, processes, strategies, and tactics involved in the profession.
2. Students will produce a substantial analytical paper evaluating their practicum experience according to the core principles, processes and strategies of the profession as well as the essential legal, ethical, managerial and research issues involved in the profession.
3. Students will be able to identify various research designs and data collection methods, and be able to report and interpret research results.
4. Students will be able to discuss the contemporary issues facing media and communication managers.
5. Students will be able to demonstrate an understanding of legal issues in professional communication