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

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.