

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

Learning Outcomes

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

1. Demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.
2. 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.
3. 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.
4. Demonstrate an understanding of the ethical concepts, legal implications, considerations and practices that guide the mass media professions.
5. Demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content.
6. Apply basic numerical and statistical concepts and methods appropriate for the communications professions.