

# PUBLIC RELATIONS, B.A.J.M.C.

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## Learning Outcomes

- Students graduating from the Public Relations, 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. Curriculum: JOUR 291, JOUR 311, JOUR 326, JOUR 362, JOUR 361, JOUR 434, JOUR 502, JOUR 503, JOUR 577, JOUR 540, JOUR 546
- 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.