



ASSESSMENT

BS Strategic Communication, All Emphases Program-Level Student Learning Outcomes

- SLO 1 - Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. (ACEJMC Core Value and Competency #6)
- SLO 2 - Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. (ACEJMC #s 9, 11, 8, 12)
- SLO 3 - Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. (ACEJMC #s 3, 4)
- SLO 4 - Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. (ACEJMC #5)
- SLO 5 - Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices. (ACEJMC #s 7, 10)
- SLO 6 - Students will support principles of free expression and the historical context of free expression within a diverse and global society. (ACEJMC #s 1, 2, 3, 4)