



ASSESSMENT

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BS Multimedia Journalism Program-Level Student Learning Outcomes

- Students will apply the principles and laws that underlie different media systems.
- Students will apply concepts and theories in the use and presentation of images and information.
- Students will summarize the history and role of professionals and institutions in shaping communications.
- Students will apply current tools and technologies in the production and evaluation of media content for different platforms.
- Students will conduct research to write and produce content for a wide variety of media platforms.
- Students will write and edit in forms and styles appropriate for the communications professions.
- Students will explain how domestic and international diversity influence the production, dissemination, and consumption of mass communications in a global society.
- Students will explain the legal and professional codes of ethics and conduct that undergird mass communications in a global society.