B.A. Public Relations and Advertising

Learning Outcomes

Students will be able to:

- FOUNDATION/HISTORY/THEORIES: Identify, explain and apply conceptual and historical foundations of public communication disciplines as they relate to information and persuasion theories, concepts and models.
- RESEARCH: (1) Construct and analyze audience research and environmental scanning and (2) Apply measurement and evaluation techniques to products, projects and programs.
- STRATEGY: Develop and demonstrate strategic plans and planning methods, issues management techniques, and message development practices in a variety of settings and applications.
- ETHICS: Classify and analyze the elements of ethical decision making to hypothetical and real world settings, as well as articulating the ethical, legal and social responsibilities of public communications professionals.
- SKILLS: Demonstrate facility with writing, speaking and production of media materials to inform, persuade and problem solve.