

Bachelor of Science Degree (BS) Applied Media

PROGRAM LEARNING OBJECTIVES

1. Reading and Written Communication: Students will demonstrate competency in reading and writing.
2. Oral Communication: Students will demonstrate effective oral communication skills that incorporate emotional intelligence, empathy, and civility.
3. Critical Analysis and Reasoning: Students will apply critical thinking and the knowledge gained in their degree programs for better decision-making informed by:
 - Ethical Reasoning
 - Quantitative Reasoning
 - Scientific Reasoning
4. Knowledge and Skills for Participation in a Diverse Society: Students will respect multiple perspectives and cultural contexts when making decisions independently or as part of a team.
5. Information Literacy: Students will be able to locate, evaluate, and ethically utilize reliable information, empowering them as informed and responsible citizens.
6. Integration of Learning: Students will develop the ability to make connections between different academic studies and specialized professional skills leading to more informed, creative, and productive decisions in life and career.
7. Analyze the media market from the perspective of both consumers and producers informed by political, cultural, social, and economic contexts.
8. Communicate ideas and arguments effectively in written, oral, and visual form to diverse intercultural audiences.
9. Evaluate the ethical, legal, and political dimensions of media production, content, and reception.
10. Evaluate bias and discrimination in the field of mass communication through an intersectional examination of gender, race, ethnicity, sexual orientation, and other categories of identity.
11. Create compelling media communication solutions that ethically target intended audiences.