



**College of Sciences  
Academic Learning Compacts**

**Advertising/Public Relations - B.A.**

**Discipline Specific Knowledge, Skills, Behavior and Values**

1. Students will exhibit the ability to present proposals, plans and strategies in settings appropriate to their career paths.
2. Students will demonstrate the ability to work in teams.
3. Students will demonstrate an understanding of quantitative and qualitative research methods and basic statistical analysis.
4. Students will demonstrate the ability to use journalistic style (AP Style) to write material for mass media.
5. Students will demonstrate the ability to use critical thinking and analysis skills in final projects.
6. Students will demonstrate proficiency in performance of core skills performed in their internships.
7. Students will understand and demonstrate proficiency in the use of creative strategies and skills.

**Critical Thinking**

1. Students will exhibit the ability to present proposals, plans and strategies in settings appropriate to their career paths.
2. Students will demonstrate the ability to work in teams.
3. Students will demonstrate an understanding of quantitative and qualitative research methods and basic statistical analysis.
4. Students will demonstrate the ability to use critical thinking and analysis skills in final projects.
5. Students will demonstrate proficiency in performance of core skills performed in their internships.
6. Students will understand and demonstrate proficiency in the use of creative strategies and skills.

**Communication**

1. Students will exhibit the ability to present proposals, plans and strategies in settings appropriate to their career paths.

2. Students will demonstrate the ability to work in teams.
3. Students will demonstrate the ability to use journalistic style (AP Style) to write material for mass media.
4. Students will demonstrate the ability to use critical thinking and analysis skills in final projects.
5. Students will demonstrate proficiency in performance of core skills performed in their internships.
6. Students will demonstrate proficiency in written communication skills.

#### **Assessment of Advertising/Public Relations - B.A. Outcomes**

These outcomes will be assessed using a variety of assessment methods, including:

- Assessment surveys
- Projects
- Oral and written presentations
- Case studies