



**College of Sciences
Academic Learning Compacts**

Advertising/Public Relations, B.A.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Students will gain practical experience in the profession through internships that reinforce the core skills of the Advertising/Public Relations program.
2. Students will apply basic numerical and statistical concepts in their course work.
3. Graduates will demonstrate the ability to work in teams.
4. Students will demonstrate a high level of engagement with their Ad/PR program.
5. Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communication.

Critical Thinking

6. Students will use sound research methodology for their coursework that leads to idea and strategy development.
7. Students will understand and apply the standard code of ethics for public relations as established by the Universal Accreditation Board.

Communication

8. Graduates will demonstrate effective written communication skills.
9. Students will use journalistic style to write news releases and feature stories for mass media.
10. Students will exhibit the ability to present proposals, plans, and strategies in settings appropriate to their career paths.

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