



**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 use journalistic style (AP Style) and write material for mass media appropriate for the profession (clear and concise).
3. Students will demonstrate proficiency in performance of core skills performed in their internships.

**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 proficiency in performance of core skills performed in their internships.

**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 use journalistic style (AP Style) and write material for mass media appropriate for the profession (clear and concise).
3. Students will demonstrate proficiency in performance of core skills performed in their internships.

**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