



College of Sciences Academic Learning Compacts

Media Production and Management - B.A.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Graduates in each track will demonstrate effective **WRITING** skills for electronic media in their area of academic focus.
2. Graduates will be able to speak knowledgeably in business settings appropriate to their career path and demonstrate an adequate level of preparation for the internship (i.e., industry knowledge as well as communication and practical skills associated with media industry).
3. Production graduates will be able to produce video, audio or multimedia projects that are of professional quality.
4. Graduates in each track will understand and demonstrate **ETHICAL** behavior in an electronic media organization.
5. **MMO** graduates will demonstrate understanding of approaches to audience **RESEARCH**.

Critical Thinking

1. **MMO** graduates will demonstrate understanding of approaches to audience **RESEARCH**.

Communication

1. Graduates in each track will demonstrate effective **WRITING** skills for electronic media in their area of academic focus.
2. Graduates will be able to speak knowledgeably in business settings appropriate to their career path and demonstrate an adequate level of preparation for the internship (i.e., industry knowledge as well as communication and practical skills associated with media industry).

Assessment of Media Production and Management - B.A. Outcomes

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

- Tests
- Projects in production and direction
- Internship evaluations
- Papers

- **Original newscasts**