



## STUDENT LEARNING OUTCOMES

### COLLEGE OF SCIENCES 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 well-prepared for the workplace. They will be capable of performing effectively in business settings appropriate to their career path and demonstrate an adequate level of preparation for the internship in the areas of Verbal skills, Research, Ethics, and Initiative.
3. Production graduates will be able to produce video, audio or multimedia projects that are of professional quality.

#### Critical Thinking

1. Graduates will be well-prepared for the workplace. They will be capable of performing effectively in business settings appropriate to their career path and demonstrate an adequate level of preparation for the internship in the areas of Verbal skills, Research, Ethics, and Initiative.

#### Communication

1. Graduates in each track will demonstrate effective WRITING skills for electronic media in their area of academic focus.
2. Graduates will be well-prepared for the workplace. They will be capable of performing effectively in business settings appropriate to their career path and demonstrate an adequate level of preparation for the internship in the areas of Verbal skills, Research, Ethics, and Initiative.

#### 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