HSS Learning Outcomes

Communication and Performing Arts

Program Goals and Student learning outcomes: The degree goals and outcomes are outlined in the chart presented on the next pages. The primary degree goals are:

#1. To employ strategic communication in varied channels and contexts of contemporary human communication.
   A. demonstrate effective presentation skills
   B. demonstrate effective writing skills
   C. strategically apply communication message formats
   D. assess small group skills
   E. assess interpersonal skills

#2. To analyze communication messages, whether films, speeches, public relations campaigns, organizational documents or others
   A. critically analyze messages

#3. To communicate ethically
   A. assess ethical problems and identify their own ethical responsibilities

#4. To employ the theory of the field and appreciate the history and content of communication arts.
   A. assess the theories of the field (Ex.: ELM, CMM, Agenda-setting, etc.)
   B. draw on theoretical knowledge to solve or diagnose real world communication problems
   C. know and appreciate the history of the field and its connection to other fields and disciplines

#5. To employ the methods of the field.
   A. assess the methods of the field (Ex.: interviewing, etc.)
   B. draw on knowledge of methods to diagnose or analyze real world communication problems