



**WILBERFORCE
UNIVERSITY**

Program Learning Outcomes MASS MEDIA COMMUNICATIONS

A student graduating with a B.A. in Mass Media Communications from Wilberforce University will be able to:

- Demonstrate knowledge of the foundational concepts and applications of the history, development and current practices of traditional mass media, new media and support communication industries.
- Demonstrate skill in the development, interpretation and clear expression of ideas through written, oral and visual communication, with emphasis on appropriate and effective messaging.
- Demonstrate the development of critical thinking skills to foster and apply creativity, innovation, entrepreneurship, inquiry and analysis, evaluation and synthesis of information at every level of program curriculum.
- Apply principles of theory, research, analysis and observation to enable the mastery and completion of professional quality exhibition and original research projects.
- Encourage integration of interdisciplinary studies with mass media practice, building intercultural and cultural preservation competencies and knowledge of civic responsibility, to strengthen the ability to effectively engage in regional, national and global communities.
- Apply principles of teamwork in developing ability to consider and value different points of view to work effectively with others toward a shared purpose or goal.
- Demonstrate ability to connect choices, actions and consequences to ethical decision-making that impact the practice of mass media communications and the pursuit of life, in general.
- Demonstrate career readiness skills necessary to smoothly and effectively transition into an entry level position or graduate program in or related to Mass Media Communications.

Revised: Spring 2018