



MA in Communication

Learning Outcomes (as of Fall 2023)

1. **Ethical Commitment:** Graduates will demonstrate understanding of theories of effective and ethical communication and skills of ethical messaging.
2. **Conceptual Maturity:** Graduates will demonstrate and understanding of major theoretical and methodological frameworks for the explanation, evaluation and improvement of organizational communication.
3. **Audience Analysis:** Graduates will demonstrate the ability to identify and analyze various internal and external stakeholder audiences and create audience-centered messaging in both written and verbal communication mediums.
4. **Strategic Vision:** Graduates will demonstrate ability to identify and employ effective communication strategies and messaging on appropriate media platforms.
5. **Performance Evaluation:** Graduates will demonstrate the ability to establish and understand the culture, behavior, diversity, and structure of organizations.

| | | Communication Courses | | | | | | | | | | | | | |
|---------------------------|-------------------------|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | 601 | 604 | 605 | 606 | 607 | 630 | 636 | 639 | 651 | 661 | 682 | 683 | 688 | 701 |
| Program Learning Outcomes | Ethical Commitment: | X | X | | | X | | | X | | | X | X | X | X |
| | Conceptual Maturity: | X | X | X | | X | X | X | X | X | X | X | X | | X |
| | Audience Analysis: | | | X | X | | X | X | X | | | X | X | X | X |
| | Strategic Vision: | | | X | X | | X | X | X | X | X | X | X | X | X |
| | Performance Evaluation: | | | X | | X | X | | | | X | X | X | | X |