

Report on learning outcomes

Department of Mass Communication, Advertising and Public Relations.

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M.S. in Mass Communication

Learning Outcomes	Objectives
General Subject Knowledge	<p>The student will be able to identify and understand leading communication theories and concepts; and demonstrate the ability to critique and apply theories in a variety of communication contexts.</p> <p>The student will be able to identify significant milestones in the history of communications; describe important events and individuals in the history of media and communication in the United States; and analyze the role and impact of media on U.S. society.</p> <p>The student will be able to demonstrate proficiency in grammar, spelling and flow; organize content for effective storytelling; and write with accuracy, clarity and style for different audiences, media and across a variety of multimedia platforms.</p> <p>The student will develop a specific expertise in communication studies or applied communication</p>

	research.
<p>Field specific knowledge: Communication Studies</p>	<p>The student will master the tools and technologies appropriate for communication professions.</p> <p>The student will be able to organize, construct and present arguments in the context of professional presentations.</p> <p>The student will be able to understand the legal constraints and ramifications of working within a communication-related field.</p>
<p>Applied Communication Research</p>	<p>The student will be able to understand all the phases involved in the execution of a research project.</p> <p>The student will be able to develop instruments that are suitable for capturing audience and media characteristics.</p> <p>The student will be able to perform advanced statistical computations and transform numerical findings into actionable recommendations.</p>