



Annual Report on Program Learning Outcomes Assessment

Program: *B.S. in Communication*

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1. List the learning outcomes for the program:

- *Students will be able to describe and apply to the various fields of communication qualitative and quantitative research methods, evaluate and critique information from primary and secondary research sources and write and present research findings using appropriate research methodologies.*
- *Students will identify and understand leading communication theories and concepts, and demonstrate the ability to critique and apply theories in a variety of communication contexts.*
- *Students will 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.*
- *Students will present ideas and content orally incorporating visual aids when appropriate.*
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