

Learning Outcome/Objective

Journalism Objective Set

1. Develop Writing Skills

Students will develop the necessary writing skills for professional employment in news, public relations, advertising and social media communications fields.

Objective	Mapping
1.1 Students will demonstrate proficiency in written and oral professional communication.	University Level Learning Outcomes: Communication

2. Develop Visual Communication and Multimedia Skills

Students will develop the necessary artistic, photographic, multimedia and graphic design skills for professional employment.

Objective	Mapping
2.1 Students will demonstrate proficiency with the use of artistic, technical, and graphic design media appropriate to their fields.	University Level Learning Outcomes: Disciplinary Competence

3. Develop Historical, Political and Ethical Perspectives

Students will attain an informed historical, political and ethical perspective on the role of the media and other mass communication fields in democratic societies.

Objective	Mapping
3.1 Students will demonstrate broad knowledge of the role of media and other mass communication fields in democratic societies.	University Level Learning Outcomes: Resolution on the Catholic-Jesuit Mission

4. Master Strategic and Critical Thinking Skills

Students will master strategic and critical thinking skills and become imbued with ethical values that will enable them to become ethical communicators.

Objective	Mapping
4.1 Students will demonstrate proficiency in using strategic and critical thinking skills in an ethical manner.	University Level Learning Outcomes: Critical Thinking

5. Develop Adaptation Skills

Students will develop skills that will enable them to adapt to an ever-changing media landscape.

Objective	Mapping
5.1 Students will demonstrate proficiency in adapting to current technology to communicate digitally.	No Mapping

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