Department: Marketing Communications
Program Name: Marketing Communications
Program Level: Undergraduate or Graduate
College: Arts and Sciences
Program: Major
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Title: Professor
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Submission Date: October 28, 2016

Program Outcomes

Outcome 1: Demonstrate the ability to communicate effectively using written, oral, and visual modes of communications.

Outcome 2: Demonstrate the ability to use application technology in Marketing Communications professions.

Outcome 3: Demonstrate knowledge of theory and practices used in key Marketing Communications professions.

Outcome 4: Demonstrate critical thinking skills that transcends current workplace and technology requirements in Marketing Communications’ professions’.

Outcome 5: Demonstrate knowledge about sources of ethical standards and be able to apply those standards to various Marketing Communications’ situations.

Outcome 6: Recognize the role that diversity plays in Marketing Communications.

Outcome 7: Demonstrate an enhanced understanding of world cultures.