

Expected Student Learning Outcomes – Bachelor’s of Science in Communications

Students with a bachelor's of science degree in communications should be able to:

1. Demonstrate critical and innovative thinking.
 - a. Students are expected to display innovative and critical thinking in course final papers, projects, and presentations in major courses.
 - b. Students are expected to use appropriate research methods for gathering and citing data for research.
2. Demonstrate knowledge and awareness of skills in oral, written, and visual aspects of communication.
 - a. Students are expected to demonstrate progressive competence in written, oral, and graphic communication skills.
 - b. Students are expected to apply appropriate communication skills throughout their professional experiences while enrolled at Salem State College.
3. Demonstrate knowledge of and ability to apply communication theories.
 - a. Students are expected to demonstrate progressively developing understanding of a wide range of past and contemporary communication theories.
 - b. Students are expected to apply theoretical perspectives to communication work in a variety of courses and at all levels of the curriculum
4. Demonstrate understanding of opportunities available in the field of communication, in particular in their concentration, including technical, interpersonal, group, and organizational communication.
 - a. Students are expected to demonstrate a broad knowledge of the communication field upon graduation.
 - b. Students are expected to demonstrate that they have sought to embrace opportunities in multiple communication fields, in particular in their concentration.

5. Know and effectively use current technology related to the communication field and, in particular, in their concentration
 - a. Students' course projects in major courses are expected to demonstrate use of a range of current technology-related to effective communication.
 - b. Students are expected to use appropriate communication technology in major courses.
6. Understand the influence of culture on communication and to be able to respond effectively to cultural differences.
 - a. Students are expected to demonstrate the progressive ability to analyze audience needs in their written and oral presentations.
 - b. Students are expected to demonstrate the ability to progressively adapt their communication for cultural differences.
7. Demonstrate ethical, legal, and social accountability within the communications field, in particular in their concentration.
 - a. Students are expected to demonstrate academic integrity and ethical behaviors throughout their college career in written, interpersonal, and verbal contexts.
 - b. Students are expected to consider and use appropriate ethical frameworks when making decisions and/or taking action.
8. Demonstrate knowledge and skills that allow for productive interpersonal, team, and group exchanges.
 - a. Students are expected to demonstrate the ability to manage effectively relationships (conflict, decision-making, etc.) in small groups and teams.
 - b. Students are expected to receive reports reporting collaborative and constructive work from internship coordinators