

Integrated Marketing Communications (B.A.) Student Learning Outcomes

1. The Profession: Educate students for careers in marketing, public relations and communication.

1a: Develop public relations, social media and marketing strategies for an effective integrated campaign to promote a business, product or service.

1b: Describe the role of public relations and marketing in an organization.

1c: Demonstrate professional behavior including teamwork, reliability, and meeting deadlines.

2. Research & Analysis: Educate students on how to select appropriate research methods and use the results of that research to achieve organizational goals.

2a: Conduct research and evaluate information by methods appropriate to the marketing, public relations and communications professions.

2b: Appraise target audiences for a business, product or service through research.

3. Communication: Educate students on how to communicate in a diverse world.

3a: Recommend effective communication strategies that adapt to culturally diverse environments.

3b: Develop effective written and visual marketing and communication strategies to reach that target audience.

4. Financial: Educate students on how marketing, public relations and communication can contribute to the financial success of an organization.

4a: Explain the foundational levels of accounting principles and their impact on an organization.

5. Legal & Ethical Aspects: Educate students on the legal and ethical principles appropriate to professional practice.

5a: Apply the ethical principles of the profession.

5b: Describe the laws guiding the profession.

5c: Produce work and act within the legal and ethical framework of the profession.

6. Technology & Tools: Educate students on how to use appropriate tools and technologies for research and communication.

6a: Effectively implement statistical programs for research.

6b: Apply best practices in the use and presentation of multimedia content.