

Communication		Course to Program Map					
Program Outcomes: Upon completion of the program, graduates will be able to...	Institutional Skills	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Courses							
COMM 120 Introduction to Mass Communication	12345	IR	IR	IR	IR	IR	I
COMM 103 Interpersonal Communication	12345	IR	IR	IR		IR	I
COMM 201 Intercultural Communication	1345	RMA	RMA	RMA	IR	RMA	R
COMM 102 Advanced Public Speaking	12345	RMA	RMA	RMA	RMA	RMA	RMA
COMM 110 Argument and Debate	2345	R	R	R	R	R	R
COMM 111 Voice and Diction	23	IR		IR		IR	
COMM 112 Oral Interpretation	23	RMA	IR	R		RMA	
COMM 111 Voice and Diction	23	IR		IR		IR	
COMM 112 Oral Interpretation	23	RMA	IR	R		RMA	
COMM 121 Media Production I	12345	IR	IR	IR	IR	IR	IR
COMM 122 Media Production II	12345	R	R	R	R	R	R
COMM 123 Introduction to Multimedia	12345	R	R	R	R	R	R
COMM 130 Reporting	12345	IR	IR	IR	IR	IR	IR
COMM 131 News Editing	12345	RMA	RMA	RMA	RMA	RMA	RMA
COMM 132 Photojournalism	135	IR		IR	IR	IR	IR
COMM 140 Introduction to Broadcasting	1245	IR	IR	IR	IR	IR	IR
COMM 141 Introduction to Audio/ Visual Production	2345	IR		IR	IR	IR	IR
COMM 150 Sports Media	12345	R	R	R	R	R	R
COMM 202 Introduction to Public Relations	12345	RMA	R	RMA	R	RMA	RMA

Mapping	
I	Introduced
R	Reinforced
M	Mastered
A	Assessed/Artifact

Essential Skills	
1	written communication
2	oral communication
3	critical thinking
4	cultural diversity
5	social responsibility

Employability Skills	
C	communication
P	problem solving
W	work ethic

COMM 203 Communication and the Informational Society	135	RMA	R	R	RMA	R	RMA
COMM 220 Media Production III	12345	RMA	RMA	RMA	RMA	RMA	RMA
COMM 221 Media Production IV	12345	RMA	RMA	RMA	RMA	RMA	RMA
BSAD 120 Advertising	12345	R	R	R	R	R	RMA

COMM 120 Introduction to Mass Communication	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
demonstrate the ability to access, analyze, and evaluate information in a variety of media.			I		I	I
demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.	IR	IR		IR	I	
demonstrate an understanding of the history and current state of mass communications.		IR	IR	IR	IR	
identify social, ethical, and legal issues in the media.	IR	IR		IR	IR	

COMM 103 Interpersonal Communication	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
demonstrate an ability to apply effective communication techniques within a variety of contexts.	IR	IR	IR			I
demonstrate an understanding of various effective conflict management skills.	IR	IR	IR		I	
demonstrate an understanding of the impact of gender and culture on interpersonal communication.	IR	IR				
demonstrate an ability to analyze effective listening habits and skills.	IR	IR			I	
evaluate the role of verbal and nonverbal messages in interpersonal communication.	IR	IR	IR			
recognize the role of perception of self and others in interpersonal communication.	IR	IR	IR		IR	

COMM 201 Intercultural Communication	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
analyze cultural self-awareness and other culture awareness through interactions.	RMA	RMA				
distinguish the dynamics of cultural self-awareness and other culture awareness.			R	I		
evaluate the communication process as it changes based on cultural expectations.	RMA	R	R	IR		
recognize challenges in intercultural interactions.	R					
apply problem solving skills to enhance communication between cultural dynamics.					R	
assess the impact context and power have in studying Intercultural communication.	R	R				R
enhance specific communication skills to better deal with intercultural competence.	RMA		RMA		RMA	

COMM 102 Advanced Public Speaking	Curriculum Map					
	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
apply public speaking theoretical concepts and practical application.	RMA	RMA	RMA		RMA	RMA
critically analyze oral presentations and give verbal critiques.	RMA	RMA	RMA			
use learned skills in the researching and composition of speeches suitable to a broad range of public speaking situations.	RMA	RMA	RMA		RMA	RMA
employ effective reasoning and evidence to inform and persuade listeners in an ethical way.	RMA	RMA	RMA		RMA	
utilize technology to effectively design and deliver professional visual aids in a variety of common speech situations.			RMA	RMA	RMA	RMA
confidently speak in impromptu situations in an organized, informative manner.	RMA	RMA	RMA		RMA	
demonstrate flexibility in delivering different modes as well as knowledgeably answering questions posed by the audience.	RMA	RMA	RMA		RMA	

COMM 110 Argument and Debate	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
evaluate arguments using objective criteria for sound reasoning.	R	R	R	R		
integrate various research strategies to explore contemporary social issues.	R	R	R	R	R	
organize compelling arguments using ethical standards of inquiry.	R	R	R	R	R	R
prepare and present a first affirmative policy case.	R	R	R			
respond extemporaneously to arguments.	R	R	R			
conduct cross examinations.	R	R	R		R	
discuss the basic history and evolution of Debate including major theorists that have contributed to the field.	R	R	R		R	

COMM 111 Voice and Diction	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
describe the human vocal system, including its components, and the vocal process.	IR		IR			
perform simple transcriptions of spoken and written speech.	IR		IR		IR	
demonstrate variations in pitch, volume, rate, and vocal quality.	IR		IR			
be able to identify terms related to speech production, including voice, diction, speech, inflection articulation and production.	IR		IR			
analyze and critique oral and written texts and performances.	IR		IR		IR	
develop performance skills relating to representation of individuals' narratives.	IR		IR			
activate a flexible, effective and expressive voice in the performance of narrative.	IR		IR			

COMM 112 Oral Interpretation	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
identify specific qualities in literature and analyze the pieces selected in terms of intellectual and emotional content.	R	IR	R			
identify the vocal and physical qualities needed to best communicate these pieces of literature to an audience.	R		R			
utilize critical thinking skills and an understanding of literary works to effectively communicate verbally and nonverbally in oral presentations.	RMA		R		R	
apply skillful research techniques to locate, select, organize, integrate and present appropriate literacy scripts for specific audiences, purposes, and occasions.	R		R		RMA	

COMM 121 Media Production I	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
select effective speaking and listening skills for communication in personal, public, and media areas.	IR	IR	IR	IR	IR	IR
distinguish effective writing skills for communication in personal, public, and media areas.			IR		IR	IR
examine the ability to observe events, gather information, write news reports, report on events, and edit other people's writings.		IR	IR		IR	IR
recognize an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.	IR	IR	IR	IR		
group collaboratively with editors, designers, photographers, and reporters in a newsroom environment.	IR	IR	IR		IR	IR
recognize an understanding of the newsroom environment and working alongside editors, designers, photographers and reporters.		IR	IR	IR	IR	IR
identify professional ethics of journalism with regard to privacy and First Amendment standards.				IR	IR	

COMM 122 Media Production II	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
employ effective speaking and listening skills for communication in personal, public, and media areas.	R	R	R	R	R	R
judge effective writing skills for communication in personal, public, and media areas.			R		R	R
establish the ability to observe events, gather information, write news reports, report on events, and edit other people's writings.		R	R		R	R
relate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.	R	R	R	R		
operate collaboratively with editors, designers, photographers, and reporters in a newsroom environment.	R	R	R		R	R
apply an understanding of the newsroom environment and working alongside editors, designers, photographers and reporters.		R	R	R	R	R
practice professional ethics of journalism with regard to privacy and First Amendment standards.				R	R	

COMM 123 Introduction to Multimedia	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
identify elements of multiple media.				R		R
critically evaluate multimedia packages.			R	R	R	R
produce audio story packages.		R	R		R	R
produce video story packages.		R	R		R	R
combine audio and still photographs to produce audio slideshows.			R			R
demonstrate understanding of characteristics of online storytelling.	R		R	R	R	R

COMM 130 Reporting	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
develop skillset necessary for producing a professional publication.	IR		IR		IR	IR
engage in various forms of writing utilized in journalism.	IR		IR	IR	IR	
conduct critique of own writing, the writing of others and have writing evaluated by others.	IR	IR	IR		IR	
analyze legal, moral and ethical responsibilities inherent in a free press.					IR	
employ editing and proofreading techniques with emphasis on Associated Press Style Book.	IR	IR	IR		IR	
cultivate responsibility for punctuality in meeting deadlines.		IR			IR	IR
integrate research to add validity, emphasis and depth to writing.	IR		IR		IR	

COMM 131 News Editing	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
identify the ethical concerns facing editors in deciding what stories and photographs to publish in a newspaper.				RMA	RMA	
act in accordance with the press freedoms guaranteed by the First Amendment as well as libel law.					RMA	
understand and apply editing for AP news style, grammar, spelling, and punctuation.	RMA	RMA	RMA		RMA	RMA
utilize skills in copy editing as well as headline and caption writing for print and online.			RMA	RMA	RMA	RMA
edit news stories for content, leads, accuracy and legal issues.		RMA	RMA		RMA	RMA

COMM 132 Photojournalism	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
explain how photography differs from other forms of communication and the history of photojournalism.	IR		IR	IR	IR	
demonstrate different shooting techniques, the technology and operation of cameras and film, and digital technology.			IR	IR	IR	IR
identify the ethical and legal aspects of photojournalism.					IR	
produce photo composition basics, lighting, color usage and theory, photo editing, caption writing, and basic photo layout principles.			IR	IR	IR	IR

COMM 140 Introduction to Broadcasting	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
apply knowledge of first amendment principles and other major regulatory issues affecting the broadcast industry.				IR	IR	IR
explain the broadcasting industry from a strategic, analytical, organizational, cultural, and historic perspective.			IR	IR	IR	IR
display broadcast writing style and storytelling.	IR	IR	IR			IR
demonstrate basic television and radio production skills, and broadcast presentation.			IR	IR		IR

Comm 141 Introduction to Audio/Visual Production	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
explain basic acoustic principles, i.e., frequency, amplitude, vibration, waveform.	IR					IR
operate basic audio equipment such as microphones, mixers, digital audio workstations, recorders, amplifiers and speaker systems.			IR			IR
identify digital audio principles, file types, and compression methods.				IR		IR
perform multi-track audio recording and editing.			IR		IR	IR
write audio production scripts and cue sheets.			IR		IR	IR
create and record live sound effects.			IR	IR	IR	IR
analyze production values of professionally produced programs.			IR	IR	IR	IR
create a synthesis of narration, dialog, music, and sound effects in audio editing.					IR	IR

Comm 150 Sports Media	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
assess the role and application of sports media in professional and collegiate sports.	R	R		R		
explain the roles played by various sport media professionals.			R	R	R	
identify gender and race issues in sports media.	R		R	R		
compose professional materials used in sports media.			R	R	R	R
incorporate the skills needed and techniques used by sports media professionals in the production of various sports media forms.						R
participate effectively in the production of various sports media forms in both a group and individually.		R	R			R

COMM 202 Introduction to Public Relations	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
demonstrate the public relations process and identify its importance.	RMA		RMA	R	RMA	RMA
identify public relations in the world around them.	R	R	RMA	R	RMA	RMA
design and present a public relations campaign.	RMA		RMA		RMA	RMA
distinguish between an organization and its public while demonstrating the importance that role has.		R		R	R	
demonstrate the ability to manage crisis communication and identify media strategies and placement.	IR	R	R		R	R

COMM 203 Communication and the Informational Society	Curriculum Map					
	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
utilize selected social media including, but not limited to, E-mail, Snapchat, Instagram, Twitter, Facebook, and other platforms for strategic purposes.	RMA		R	RMA	R	RMA
analyze the social effects and impact technology has on communication.		R		R		
distinguish between credible and misleading or false information promoted by various mediated platforms.	R			R		
evaluate changes in technology, platforms, and artificial intelligence.				R	R	R
discuss the impact technology has upon human communication.	R	R	R	R	R	
adapt communication strategies to the ever-changing technology landscape.	R	R			R	R

COMM 221 Media Production IV	Curriculum Map					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
express effective speaking and listening skills for communication in personal, public, and media areas.	RMA	RMA	RMA	RMA	RMA	RMA
anticipate effective writing skills for communication in personal, public, and media areas.			RMA		RMA	RMA
structure the ability to observe events, gather information, write news reports, report on events, and edit other people's writings.		RMA	RMA		RMA	RMA
adapt an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.	RMA	RMA	RMA	RMA		
integrate collaboratively with editors, designers, photographers, and reporters in a newsroom environment.	RMA	RMA	RMA		RMA	RMA
develop an understanding of the newsroom environment and working alongside editors, designers, photographers and reporters.		RMA	RMA	RMA	RMA	RMA
manage professional ethics of journalism with regard to privacy and First amendment standards.				RMA	RMA	

COMM 220 Media Production III	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
evaluate effective speaking and listening skills for communication in personal, public, and media areas.	R	R	R	R	R	R
measure effective writing skills for communication in personal, public, and media areas.			R		R	R
differentiate the ability to observe events, gather information, write news reports, report on events, and edit other people's writings.		R	R		R	R
analyze an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.	RMA	RMA	RMA	RMA		
connect collaboratively with editors, designers, photographers, and reporters in a newsroom environment.	RMA	RMA	RMA		RMA	RMA
infer an understanding of the newsroom environment and working alongside editors, designers, photographers and reporters.		RMA	RMA	RMA	RMA	RMA
support professional ethics of journalism with regard to privacy and First amendment standards.				RMA	RMA	

BSAD 120 Advertising	<i>Curriculum Map</i>					
Program Outcomes	apply knowledge of human communication and language processes as they occur across various contexts.	apply knowledge and skills around human communication that facilitate their ability to work collaboratively with others.	effectively communicate with others through written, oral, and multimedia channels.	explain the development, current state, and emerging trends of media and their relation to society.	conduct professional experiences within the framework of ethical and legal issues surrounding communication and media.	effectively plan, design, and evaluate communication strategies appropriate to the message, communication medium/ technology, and context.
Course SLO: Students will be able to						
discern the real economic, social, and cultural role of advertising and, conversely, the impact of a society's values on advertising.	R		R	R	R	
understand how advertising supports the profession of journalism and relates to the whole field of communications.		R	R	R		
appreciate the important, global effect of marketing and advertising on business, industry, and national economies.			R	R	R	
comprehend the strategic function of advertising within the broader context of business and marketing.				R	R	RMA
evaluate and appreciate the impressive artistic creativity and technical expertise required in advertising.			R		R	RMA
discover what people in advertising and related disciplines do, how they do it, and the expanding career opportunities these fields now offer.		R	R	R	R	