

Advertising and Public Relations

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

Knowledge: Advertising professionals and public relation practitioners demonstrate the ability to work with various audience and client types, evaluating the needs of their organizations and determining the best practices in which to implement integrated and communication marketing plans.

Character: Advertising professionals and public relation practitioners prepare to work in these fields that are surrounded with ethical dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success.

Skills: Advertising professionals and public relation practitioners utilize the qualitative skills of observation and interviewing, knowing that writing, public speaking, and developing original content shows competence in their given fields.