

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.

Communication Arts Education

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.

Character: A communication arts educator understands the power of mediated communication and models ethical, legal, accurate communication practices, requiring students to honestly, sensitively and fairly serve audiences' best interests.

Knowledge: A communication arts educator exhibits knowledge of professional communication practices, theories, content production and regulation in publishing and media and effectively teaches these concepts in the classroom.

Skills: A communication arts educator demonstrates mastery of communication and media creation and production, principles and technology, leading students in the classroom to achieve proficiency in these skill domains.

Communication Studies (Rhetorical and Political Communication Tracks)

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.

Character: A Communication Studies graduate communicates effectively, through a variety of means from speaking and writing to the use of various types of media, with consideration to the audience, message, ethics, and results as being integral to the process.

Knowledge: A Communication Studies graduate exhibits knowledge of the field as an informed generalist who understands the strategies, methods, and purposes of communication while using the most effective means to reach a specified audience.

Skills: A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience.

Digital Arts

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.

Character: A Digital Arts graduate is knowledgeable of media regulation, ethics, and copyright in relation to communicating through digital means to impact the Church and society globally.

Knowledge: A Digital Arts graduate understands proper visual and digital communication strategies, including aesthetic principles, writing for specific mediums, storytelling, audience analysis, and client communications.

Skills: A Digital Arts graduate effectively uses the latest tools to produce goal-oriented communication pieces involving websites, video, audio, graphics, and photography.

Film and Broadcasting

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.

Character: A Film and Broadcasting graduate communicates through video and film as an artist/producer who extends his/her values and faith into the work responsibly in regards to the law, aesthetic principles, and audience best interests.

Knowledge: A Film and Broadcasting graduate exhibits knowledge of film and television history with its impact on culture and society, aesthetic principles related to media elements, and techniques used in modern film/video production.

Skills: A Film and Broadcasting graduate effectively produces films and video using various creative and production skills, which include writing, directing, performing, photographing, and editing.

Multimedia Journalism

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.

Character: A multimedia journalist uses the power of the media to serve the best interests of audiences; demonstrates sensitivity to sources and audiences; does not manipulate, coerce or exploit; is committed to ethical, legal and accurate storytelling; and avoids real or perceived conflicts of interests.

Knowledge: A multimedia journalist is an informed generalist, exhibiting knowledge of diverse media and content, demonstrating adaptability in a variety of reporting contexts and staying informed on topics on which the journalist regularly reports.

Skills: A multimedia journalist masters reporting, writing and editing using appropriate tools and technology to stay relevant to media professions and media audiences.