



College of Arts and Sciences

Communication Department

Bachelor of Arts and Bachelor of Science in Communication & 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. At the conclusion of this program, students will be able to:

1. **Knowledge**

Demonstrate broad knowledge of communication and journalism strategies, methods, and purposes. Understand diverse media platforms and audiences to recognize accurate, effective, and meaningful messages.

2. **Character**

Uphold ethical, legal, and accurate communication practices to serve the public, avoiding manipulation, exploitation, or conflicts of interest. Show sensitivity and respect toward sources and audiences.

3. **Skills**

Apply mastery of interpersonal, writing, reporting, editing, and media production skills. Use appropriate tools, technologies, and strategies to support effective communication in all professional contexts.