



College of Arts and Sciences

Communication Department

Bachelor of Arts and Bachelor of Science in Public Relations & Advertising

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 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.

2. **Character**

Produce ethical work in these fields that are surrounded by dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success.

3. **Skills**

Utilize both quantitative and qualitative research skills. Specifically using observation, interviewing, and data analysis. Emphasizing skills in writing, public speaking, and creating original content shows competence in their given fields.