

## **COMMUNICATIONS AND MEDIA ARTS (AS) PROGRAM STUDENT LEARNING OUTCOMES**

1. Demonstrate the critical thinking skills required in the mass media field.
2. Utilize the range of organizational skills required for effective functioning in the communication field.
3. Apply the required performance skills needed in the mass media field.
4. Demonstrate knowledge of emerging technology for radio, television, and satellite operations.
5. Employ proficient writing skills for newspaper articles, trade publications, and business reports.
6. Apply ethical standards in the reporting of news through media outlets.
7. Demonstrate sufficient preparation for further career development and /or baccalaureate program transfer through a solid foundation in mass media concepts and computer applications in the operation of computer based equipment.
8. Document knowledge of how to make management decisions in programming, business/finance, and general radio station organization.
9. Demonstrate strong leadership and interpersonal skills as needed in media management.