<table>
<thead>
<tr>
<th>Program:</th>
<th>Communication</th>
</tr>
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<tbody>
<tr>
<td>Degree:</td>
<td>BA</td>
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<tr>
<td>Department:</td>
<td>Communication</td>
</tr>
<tr>
<td>Contact Name:</td>
<td>Nancy Street</td>
</tr>
<tr>
<td>Contact Phone:</td>
<td>2-8612</td>
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**Outcome** | **Master the depth of knowledge required for a degree**
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**Marketable Skills** | Knowledge of communication theories and their ability to explain various phenomena that occurs in organizations, interpersonal relationships, healthcare, public relations, media, and policy.  
Knowledge of various research methodologies to develop research questions, collect data, and analyze data that can be used to answer academic questions or provide solutions in professional settings.  
Knowledge of public presentation skills

**Outcome** | **Demonstrate critical thinking**
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**Marketable Skills** | Applying theoretical knowledge to real world scenarios to determine how to approach and solve problems encountered in the real world.  
Analysing issues that occur in interpersonal, mediated, organizational, and rhetoric communication practices and providing solutions to issues.  
Apply logic to identify strengths and weaknesses of an argument  
Ability to research effectively

**Outcome** | **Communicate effectively**
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**Marketable Skills** | The ability to communicate effectively in writing, speaking, and group communication settings.  
The ability to work through difficult group communication scenarios using perspective-taking and conflict-resolution strategies  
Ability to communicate arguments orally

**Outcome** | **Practice personal and social responsibility**
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**Marketable Skills** | Provide effective peer evaluations of peer work and self evaluations of their individual work.  
Effectively working in a team setting where group members are motivated, valued, and contribute the team process.  
Ability to be socially aware while communicating and to employ active listening.  
Ability to clearly evaluate a message

**Outcome** | **Demonstrate social, cultural, and global competencies**
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**Marketable Skills** | Knowledge and appreciation of diverse cultures and groups and how these differences influence communication.  
Exhibits social awareness and knowledge of the global nature of society.
<table>
<thead>
<tr>
<th>Outcome</th>
<th>Prepare to engage in life-long learning</th>
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| Marketable Skills | Knowing how to use various sources of information to find the necessary information to adapt and progress in a constantly changing world.  
| | Ability to assess quality of sources and quality of information when looking for information to solve problems and assist in decision-making.  
| | Engages in service to others. |

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<tr>
<th>Outcome</th>
<th>Work collaboratively</th>
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| Marketable Skills | Ability to work together as a team to produce a quality project.  
| | Using differences to produce a more quality group experience and project results. |