

Graduate Program in Communications

| Learning Goals and Objectives | Required Core Courses | | | | | | | |
|--|---------------------------|-------------------------|---------------------------|----------------|---------------------------|--------------------|--------------------------|-----------------------------|
| | Designing Comm Strategies | Theoretical Foundations | Visual Design & Org Media | Comm Campaigns | Workplace Learning & Perf | Managing Corp Comm | Research Methods in Comm | Seminar: Theory in Practice |
| | COMM 50100 | COMM 50300 | COMM 50500 | COMM 53000 | COMM 53500 | COMM 64100 | COMM 64300 | COMM 68000 |
| 1. Grounds practice in a deep understanding of the domain, as demonstrated by an ability to: | | | | | | | | |
| 1.1 Explain organizational communication and learning in terms of parts and relationships—fields, specializations, roles, purposes, functions, tasks, structures, processes, theories, practices and how they all fit together | | | | | | | | |
| 1.2 Identify and differentiate contexts, including where and how communication and learning functions are carried out in different types of organizations, and how professional practice may be situated in overall organizations, social and economic systems, and environments | | | | | | | | |
| 2. Displays basic skills of a communication professional, as demonstrated by an ability to: | | | | | | | | |
| 2.1 Effectively communicate orally, visually, and in writing with the support of general workplace productivity software and technologies | | | | | | | | |
| 2.2 Collaborate with others, develop and work in face-to-face and virtual teams, and organize and facilitate meetings and events | | | | | | | | |
| 2.3 Develop client relations and apply a flexible approach to consulting internally and/or externally | | | | | | | | |
| 3. Utilizes special knowledge and skills to carry out professional tasks, as demonstrated by an ability to: | | | | | | | | |
| 3.1 Apply theories of learning, motivation, communication, persuasion, and management | | | | | | | | |
| 3.2 Employ basic quantitative and qualitative research and evaluation methods | | | | | | | | |
| 3.3 Conduct needs and audience analyses | | | | | | | | |
| 3.4 Create and/or enhance communication, learning, and performance improvement systems and strategies | | | | | | | | |
| 3.5 Manage corporate communication and training functions and projects | | | | | | | | |
| 3.6 Promote organizational alignment, for example, alignment of mission, values, vision, strategic plans, and culture | | | | | | | | |
| 4. Exercises leadership, as demonstrated by an ability to: | | | | | | | | |
| 4.1 Guide innovation and planned change | | | | | | | | |
| 4.2 Develop new roles for professionals and new/emerging areas of practice | | | | | | | | |
| 5. Continually learns, develops professionally, and builds character by: | | | | | | | | |
| 5.1 Engaging in critical and reflexive thinking | | | | | | | | |
| 5.2 Keeping current with literature of the field(s), and participating in professional associations and professional development activities | | | | | | | | |
| 5.3 Applying legal and ethical standards | | | | | | | | |