

ADVANCED OUTCOMES IN THE MAJOR AREA

DISCIPLINE: PROFESSIONAL COMMUNICATION

| Discipline Outcomes | Advanced Level Abilities | |
|---|--|--|
| | Primary Focus | Related Focus |
| (Communication and Social Interaction are inherent in the practice of the discipline.) | | |
| 1. Theoretical Grounding To apply disciplinary models, frameworks, and theory in diverse environments. | Analysis, 5 Analysis, 6 | Problem Solving, 5 Problem Solving, 6 |
| 2. Rhetorical Sensitivity To consider audience, context, and purpose when designing and delivering messages. | Analysis, 5 Analysis, 6 Problem Solving, 5 Problem Solving, 6 | Valuing, 5 Valuing, 6 |
| 3. Strategic Versatility To draw upon a range of discipline knowledge and experience when solving communication problems. | Analysis, 5 Analysis, 6 | Problem Solving, 5 Problem Solving, 6 |
| 4. Creative Productivity To implement imaginative strategies and employ technological expertise when producing purposeful communications. | Analysis, 5 Analysis, 6 Problem Solving, 5 Problem Solving, 6 | Valuing, 5 Valuing, 6 |
| 5. Ethical Responsibility To apply professional standards and to act with integrity when making decisions. | Problem Solving, 5 Problem Solving, 6 | Valuing, 5 Valuing, 6 |

Advanced Level Courses required for the Major (taken collectively this set of courses in various combinations contributes to the achievement of the outcomes of the major):

Required

| | |
|---------|--|
| PCM 300 | Advanced Writing: Professional Applications |
| PCM 320 | Multimedia Production |
| PCM 383 | Internship |
| PCM 486 | Communication Theory and Research |
| PCM 480 | Critical Issues and Ethics in Contemporary Communication |
| PCM 499 | Professional Practice Seminar |
| PCM | Electives |

Advanced Ability Units Required for the Major:

Choose L5 and L6 in 2 of the following abilities:
Analysis, 5 & 6
Problem Solving, 5 & 6
Valuing, 5 & 6