

BACHELOR OF ARTS IN COMMUNICATION

PROGRAM EDUCATIONAL OBJECTIVES

The AB Communication program aims to equip students with the knowledge and skills in the theory and practice of communication applicable in various professions and contexts, with focus on the media professions.

STUDENT OUTCOMES

After finishing the program, the ABCOMM graduates must have the ability to:

1. define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge
2. communicate in different formats and platforms (print, broadcast, and online)
3. prepare communication media plan
4. conduct communication and media research and evaluation
5. develop and produce communication materials in different formats and platforms
6. demonstrate communication management and leadership skills
7. develop entrepreneurial capabilities
8. adhere to ethical standards and practices
9. know and practice rights and responsibilities and accountabilities in the communication profession
10. demonstrate a development orientation in communication work
11. apply communication theories / models, principles, practices, and tools in development work