

Public Relations

Program Learning Outcomes

Learning outcomes represent culminating demonstrations of learning and achievement. In addition, learning outcomes are interrelated and cannot be viewed in isolation of one another. As such, they should be viewed as a comprehensive whole. They describe performances that demonstrate that significant integrated learning by graduates of the program has been achieved.

The graduate has reliably demonstrated the ability to

1. Participate in the planning of public relations activities, including the development of clear, measurable communication objectives and project budgets and selection of strategies, tactics, tools and resources to support a range of stakeholder relationships and organizational objectives.
2. Support the implementation and management of strategies, tactics, budgets and resources for a range of public relations activities to achieve communication objectives and meet activity guidelines and requirements.
3. Write and edit clear, accurate, targeted copy appropriate for the chosen channel(s) and to a specified deadline.
4. Apply visual, audio, multimedia and interactive elements, fundamental design principles and accessibility standards, independently and collaboratively, to support the production of effective, timely communications appropriate for diverse channels and audiences.
5. Use information sources, research tools and results, and apply analytical skills to support the development of communication objectives, selection of strategies and tactics, and measurement of the impact of public relations activities.
6. Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s).
7. Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.
8. Keep current with emerging social and economic trends, and local, national and global issues to inform public relations plans and activities, support organizational effectiveness and stakeholder relationships, and guide ongoing personal professional development.
9. Select and use current and emerging technologies to support the quality and delivery of public relations activities and organizational effectiveness.
10. Use strategies and tools to build and maintain professional relationships to support public relations activities, organizational objectives and career development.