Mission/Vision Statement

The mission of the Wilkes University Communication Studies Department is to develop civically engaged leaders who have the ability to integrate global and technical issues within the context of personal and professional excellence. The integration emerges from a focus on oral and written skills, ethics, collaborative learning, research, and the value of diversity. Our student centered, undergraduate degree program emphasizes excellence in professional skills, ethical standards, and hands-on experience expected of tomorrow’s communication leaders.

Students/Customers

The Communication Studies Department serves more than 100 majors with concentrations in Organizational Communication, Broadcast Media, Journalism, and Rhetoric/Public Address. The Communication Studies Department also serves the general student population by providing COM 101: Fundamentals of Public Speaking to address the Oral Skills core curriculum component.

Program Objectives (PO)

- Graduates of the Communication Studies Program will be able to demonstrate the ability to successfully obtain a job in their field.
- Graduates of the Communication Studies Program will be able to demonstrate the ability to write with precision, edit, and critically analyze that writing, for both media and non-media applications.
- Graduates of the Communication Studies Program will be able to demonstrate the ability to demonstrate rhetorical sensitivity and ethical judgment.
- Graduates of the Communication Studies Program will demonstrate proficiency in oral communication by making effective extemporaneous public presentations using appropriate visual aids.

Student Learning Objectives (SLO)

- **Writing:** Students should be able to write with precision, edit and critically analyze that writing, for both media and non-media applications.
- **Speaking:** Students should be able to speak effectively, and appropriately critique speech, in public and interpersonal settings; they should be effective oral negotiators, and be able to make effective public presentations using visual aids.
- **Listening:** Students should be able to demonstrate both critical and comprehensive listening skills.
- **Research:** Students should be competent in performing bibliographic searches, evidence and data collection, the identification and use of primary source material, and scientific reasoning.
- **Communication Content:** Students should be grounded in communication theory, including rhetorical theory, persuasive theory, interpersonal theory, organizational & behavioral theory, effects theory, mass communication theory, and systems theory; they should show competency in qualitative and quantitative methods, critical methods, and decision making; they should demonstrate competent knowledge in the areas of cultural studies, ethics, communication law, globalization, and communication history.
- **Communication Affect:** Students should be competent leaders and innovators; they should demonstrate rhetorical sensitivity, civic responsibility, ethical judgment, respect for diversity, and teamwork.

Key Assessment Activities

Direct measures of learning include:
- Senior Seminar Ethics Research Paper
- Public speaking performance

Indirect measures of learning include:
- Exit survey
**University Strategic Plan Goals (SPG)**

1. Achieving excellence & growth in academic programs.
2. Developing a world-class support environment.
3. Valuing our people.

**Institutional Student Learning Outcomes (ISLO)**

Through coursework, learning experiences, co-curricular and extracurricular activities, students will develop and demonstrate:

1. Knowledge, skills, and scholarship appropriate to general and major field areas of study.
2. Effective written and oral communication skills and information literacy using an array of media and modalities.
3. Practical, critical, analytical, and quantitative reasoning skills.
4. Actions reflecting ethical reasoning, civic responsibility, environmental stewardship, and respect for diversity.
5. Interpersonal skills and knowledge of self as a learner that contribute to effective team work, mentoring, and life-long learning.

**Strategic Alignment**

<table>
<thead>
<tr>
<th>The Wilkes University Communication Program, through its curriculum, strives to provide competence in six major areas:</th>
<th>Alignment w/SPG</th>
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**Classification of Instructional Program (CIP Code):** 09.0100