

Program SLOs

Advertising/Public Relations

A.A. – Advertising/Public Relations

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SLO 1: Write in clear, concise English
SLO 2: Research critically, filter the results and present them in a cogent manner.
SLO 3: Analyze, interpret, and exercise critical judgment in the evaluation of media productions.
SLO 4: Demonstrate through projects that with the power of a communicator, comes moral and ethical responsibility.
SLO 5: Produce creative, persuasive messages for a specific target audience.
SLO 6: Define the role of advertising and marketing communications in achieving organizational objectives, including traditional business practices.
SLO 7: Plan a complete marketing communication program including situation analysis, research, objective-setting, target audience definition, creative development, media planning, budgeting, and program outcome evaluation.
SLO 8: Describe and discuss both traditional and non-traditional media and their uses.
SLO 9: Employ production skills in those areas important to functioning successfully as an entry-level professional.

* Developed through the Curriculum Committee approval process.