A.A. – Advertising / Public Relations

### Advertising/Public Relations Program Student Learning Outcomes From the 2016 PrOF (Program Review) Update

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### A.A. Advertising/Public Relations Student Learning Outcomes*

**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.*