ORGANIZATIONAL
AND PROFESSIONAL
COMMUNICATION, B.A.

Begin Campus: World Campus
End Campus: World Campus

Learning Outcomes
Upon completion of the Organizational and Professional Communication program, students will be able to:

• Describe the significance of communication in everyday experience and as a distinctive intellectual paradigm;
• Apply, critique, and extend communication concepts, principles, theories, and perspectives to a variety of organizational contexts;
• Plan communication inquiry, including humanistic or social scientific approaches;
• Apply qualitative research methods to organizational and professional contexts;
• Demonstrate logical, critical, creative, and ethical thinking about communication for decision-making and problem-solving;
• Generate and perform messages appropriate to their audience, purpose, and context;
• Locate, synthesize, and assimilate new information from a variety of sources and use it to inform communication analysis and practice within organizations;
• Engage diverse communities, both local and global, and function as a member of a deliberative society;
• Write professional texts in a variety of genres using appropriate conventions;
• Reflect on professional experience and situate that experience within college-level learning.