

Outcome	DB_BSBA_PO_05	Newsriting/gathering Develop effective news and information gathering skills using interviews, print documents and Internet materials.
Outcome	DB_BSBA_PO_06	Speaking skills Develop effective speaking skills appropriate for both small group communication and large audience presentations.
Outcome	DB_BSBA_PO_07	Teamwork Communication Skills Develop teamwork communication skills appropriate to group projects.
Outcome	DB_BSBA_PO_08	Writing for specific/general audiences and genres Develop professional writing skills, expressed in a variety of genres, directed at general and specific audiences.
Outcome	DB_BSC_PO_02	Digital delivery and visual design skills Develop digital skills for delivery of visual designs as well as Internet presentations.
Outcome	DB_BSC_PO_03	Mass Media theory Understand the development, principles and goals of mass communication media, with emphasis on twenty-first century media.
Outcome	DB_BSC_PO_04	Media law/ethics Understand specific legal and ethical environments unique to mass media communication.