



UNIVERSITY OF WISCONSIN WHITEWATER

ACADEMIC ASSESSMENT

COMMUNICATION: CORPORATE AND HEALTH COMMUNICATIONS

MISSION STATEMENT

The Communication: Corporate and Health Communication emphasis is dedicated to the consideration of diverse perspectives and encourages both collaboration and independent thinking, preparing future scholars, professionals and leaders for a lifetime of service and learning, while helping students achieve their personal and career goals. This program focuses on the exchanges relevant to the corporate and/or health sectors of society.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the Corporate and Health Communication emphasis, students will be able to successfully:

- **[Oral Communication]** Demonstrate competence in oral communication and interpersonal skills relevant to the fields of corporate and health communication;
- **[Written Communication]** Demonstrate competence in written communication skills relevant to the fields of corporate and health communication;
- **[Critical Thinking]** Apply advanced/enhanced critical thinking by demonstrating the ability to effectively analyze audiences, use different channels appropriately based on the type of message sent, use appropriate evidence, consider different perspectives, and arrive at evidence-based conclusions;
- **[Inquiry & Analysis]** Locate, identify, collect, evaluate, and effectively and responsibly use and share quantitative and qualitative information relevant to corporate or health communication;

- **[Intercultural Knowledge & Competence]** Cultivate and display broad knowledge of applied communication issues relevant to diverse cultures;
- **[Synthesis & Advanced Accomplishment]** Simulate, practice and apply classroom experiences into professional or community settings to solve problems in the workplace; and
- **[Foundations and Skills for Lifelong Learning]** Utilize the necessary skills and processes to assist them in finding employment and success in their chosen profession.