



University of Wisconsin
Whitewater

Academic Assessment

COMMUNICATION: PUBLIC RELATIONS

MISSION STATEMENT

The specific mission of the Communication: Public Relations emphasis is to foster, in our students, knowledge of the definition of public relations as the management of communication by organizations in order to forge mutually beneficial relationships with publics and to develop in them an understanding of publics as macro-social phenomena that are involved with the organization's issues. Our mission is to prepare our graduates to serve in a variety of roles for their employers, including as publicity experts, strategic communication planners, account team managers, public affairs officers, political campaigners, event planners, and communication specialists.

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 Communication: Public Relations emphasis, students will be able to successfully:

- **[Civic Knowledge]** Identify and explain the concepts of public relations, public discourse and public opinion and why and how these concepts influence our society.
- **[Ethical Reasoning & Action]** Display knowledge of an ethical framework for decision-making in public relations.
- **[Inquiry & Analysis]** Design and execute research for the purposes of analyzing and assessing public opinion, an organization's issues, and its relationships with its publics.
- **[Critical Thinking; Quantitative Literacy]** Use theory and scholarship to analyze the results of research, relevant to public relations problems and opportunities.

- **[Intercultural Knowledge & Competency; Written Communication; Oral Communication]** Synthesize public relations theory and scholarship ideas into clear oral and written messages that are tailored to diverse publics and targeted at establishing mutually beneficial relationships between an organization and its publics.
- **[Written Communication]** Apply public relations theory and scholarship through analytical academic writing.
- **[Teamwork]** Demonstrate teamwork skills when working with others to complete tasks.
- **[Synthesis & Advanced Accomplishment]** Integrate classroom experiences into professional or community settings to address client opportunities and problems.