

**Student Learning Outcomes**  
**Agricultural Communications and Journalism Program**  
**B.S. Agricultural Communications and Journalism**  
**CIP Code: 099999**

Overview

The Department of Communications assesses student learning in the agricultural communications and journalism major through evaluation of student attainment of several desired learning outcomes. The department has established its list of outcomes after considering the needs of the agricultural communications professions and other related professions, as well as guidelines set for learning outcomes by Kansas State University and the KSU College of Agriculture. Below is the list of program outcomes and their corresponding KSU learning outcomes.

**AGRICULTURAL COMMUNICATIONS  
AND JOURNALISM PROGRAM**  
Student Learning Outcomes

**KANSAS STATE UNIVERSITY**  
Learning Outcomes

*Graduates of the agricultural communications and journalism program will be expected to:*

- |   |                                     |
|---|-------------------------------------|
| 1. Demonstrate competence in one or more areas of agricultural or environmental studies.                          | Knowledge                           |
| 2. Demonstrate competence in one or more areas of mass communications and journalism practice.                    | Knowledge                           |
| 3. Demonstrate and apply excellent written, verbal, listening and visual communication and skills.                | Communication                       |
| 4. Analyze and communicate effectively about major issues in applied science fields.                              | Knowledge, critical thinking        |
| 5. Use and evaluate technologies that enhance the communication process.  | Knowledge, critical thinking        |
| 6. Apply ethical practices in daily work and recognize media and corporate roles and responsibilities in society. | Academic and professional integrity |
| 7. Value diversity.   | Diversity                           |

8. Employ communication methods and theory to create strategic communication initiatives.

Knowledge, critical thinking