**Bachelor of Science in Mass Communication**

 Students who major in Mass Communication will be able to:

1. Build integrated strategic communication programs in business, professional, and social environments, including; research and planning, rationale, and implementation techniques.
2. Produce a professional, entry-level mass communication portfolio.
3. Apply First Amendment, copyright, contract laws in Mass Communication situations.
4. Build a foundation for lifelong learning and advanced education in Mass Communication.