Bachelor of Arts in Communication Studies

Program Information

College	Dorothy F. Schmidt College of Arts and Letters		
Department or school	School of Communication and Multimedia Studies		
Degree abbreviation	B.A.	**CIP code**	09.0101
Program website	www.fau.edu/artsandletters/scms/comm-std		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do, and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate, so students, families, employers, and the community can see what each program commits to providing its graduates.

Program mission

The Bachelor of Arts in communication studies empowers students to understand and shape the conversations that define our world. It builds skills in communication theory, civic engagement, and critical thinking for real-world challenges.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

The major supports the university's mission by building connections in the communities FAU serves. In a senior capstone, every student carries out a hands-on civic engagement project that serves the campus and local community and builds career-ready skills.

About the program

Communication studies majors learn how communication shapes public life, democracy, and relationships between people and cultures. Every major finishes with a capstone that puts theory into action, such as running a speech tutoring service, leading workshops, or organizing a public event. The major is a great fit for students who want to speak up, bring people together, and make a difference.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☐ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☒ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Graduates will be able to use concepts from rhetorical, intercultural and critical cultural communication theory to examine how communication shapes democracy and civic life.
Graduates will be able to lead a group discussion of scholarly readings on communication and civic life.

How students show it

Short papers, quizzes and group reports in the senior capstone course, and the group discussion facilitation plan students prepare and lead.

Where it is assessed

SPC 4271 Senior Capstone (Capstone in Communication and Civic Life)

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☒ **Team/collaborative communication:** contributing to group projects and shared goals

Graduates will be able to present communication ideas clearly to public audiences.
Graduates will be able to write reports and reflections that connect communication theory to civic engagement.
Graduates will be able to work with others, including people very different from themselves, to plan and carry out a group project.

How students show it

Oral and written progress reports, reflective writing, and the final report on the capstone civic engagement project, which students complete in groups.

Where it is assessed

SPC 4271 Senior Capstone (Capstone in Communication and Civic Life)

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☒ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Graduates will be able to evaluate scholarly readings using what they have learned across the major. Graduates will be able to apply communication theory to design and carry out a civic engagement project that meets a real community need.

How students show it

The capstone civic engagement project and its final report, and group-led discussions of scholarly readings.

Where it is assessed

SPC 4271 Senior Capstone (Capstone in Communication and Civic Life)

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Every major completes a senior capstone that brings together theory, research methods, and hands-on practice. Instructors review short papers, group reports, progress reports, reflective writing, and final reports tied to each student's civic engagement project. Students also plan and lead discussions of scholarly readings, which faculty review for understanding and critical evaluation.

Assessment methods may change over time.