Discipline Specific Knowledge, Skills, Behavior and Values
1. Graduates in each track will write proficiently for electronic media in their area.
2. Graduates will be able to speak knowledgeably in business settings appropriate to their career path.
3. Production graduates will be able to produce video, audio or multimedia projects that are of professional quality.
4. Students will produce visual content of professional quality in a web environment.
5. Broadcast Journalism graduates will be able to write and produce professional level news stories, using TV news format and editing video and audio into a coherent news story.
6. Production graduates will demonstrate professional level skills using equipment required for RTV production.
7. Eighty percent of students in the Broadcast Journalism and Production tracks, and fifty percent of students in the Generalist track, will successfully complete an internship before graduation.

Critical Thinking
1. Students will produce visual content of professional quality in a web environment.

Communication
1. Graduates in each track will write proficiently for electronic media in their area.
2. Graduates will be able to speak knowledgeably in business settings appropriate to their career path.
3. Students will produce visual content of professional quality in a web environment.
4. Broadcast Journalism graduates will be able to write and produce professional level news stories, using TV news format and editing video and audio into a coherent news story.
Assessment of Radio/Television - B.A. Outcomes
These outcomes will be assessed using a variety of assessment methods, including:

- Tests
- Projects in production and direction
- Internship evaluations
- Papers
- Original newscasts