

# BA COMMUNICATION GOAL CHECKLIST

## BA COMMUNICATIONS

### 1. GOAL: TEAM DYNAMICS

MGT-200: Leadership and Team Building

COMPETENCY	MASTERED
MGT-20126 Develop as a Leader	<input type="checkbox"/>
COM-20098 Emotional Intelligence	<input type="checkbox"/>
MGT-20125 Leading Teams	<input type="checkbox"/>

### 2. GOAL: KNOW YOUR AUDIENCE

COM-225: Communication with Diverse Audiences

COMPETENCY	MASTERED
COM-20091 Ethical Use of Audience Info	<input type="checkbox"/>
COM-20110 Audience Segmentation	<input type="checkbox"/>
COM-30122 Adjust for Diverse Audiences	<input type="checkbox"/>

### 3. GOAL: FOUNDATIONS OF MANAGEMENT

OL-215: Principles of Management

COMPETENCY	MASTERED
MGT-20062 Management Skills	<input type="checkbox"/>
MGT-20127 Management Styles	<input type="checkbox"/>
COM-20128 Manage Conflict	<input type="checkbox"/>

### 4. GOAL: THE COMMUNICATION PROFESSION

COM-126: Intro to Mass Communication

COMPETENCY	MASTERED
COM-20111 Comm in Businesses	<input type="checkbox"/>
COM-20112 Foundational Comm Theories	<input type="checkbox"/>
COM-20113 The Communication Profession	<input type="checkbox"/>

### 5. GOAL: DEFINING AND COMMUNICATING A BRAND

COM-430: Organizational Communications

COMPETENCY	MASTERED
COM-30093 Craft Messages for Projects	<input type="checkbox"/>
COM-30114 Mission-Aligned Communications	<input type="checkbox"/>
COM-20118 Best Practices for Brand	<input type="checkbox"/>

### 6. GOAL: VISUAL COMMUNICATION AND DESIGN

COM-230: Graphics and Layout in Print Media

COMPETENCY	MASTERED
COM-30096 Effectiveness of Messages	<input type="checkbox"/>
COM-30116 Visual Communications	<input type="checkbox"/>
COM-30124 Create Visual Communication	<input type="checkbox"/>

### 7. GOAL: PUBLIC SPEAKING

COM-212: Public Speaking

COMPETENCY	MASTERED
COM-20100 Oral Presentation Skills	<input type="checkbox"/>
COM-20101 Gather Info for Oral Comm	<input type="checkbox"/>
COM-20119 Target Oral Communications	<input type="checkbox"/>

### 8. GOAL: SOCIAL MEDIA

COM-310: Social Media

COMPETENCY	MASTERED
COM-30095 Internet Marketing Concepts	<input type="checkbox"/>
COM-30108 Data in Comm Projects	<input type="checkbox"/>
COM-30109 Social Media Metrics	<input type="checkbox"/>

### 9. GOAL: GLOBAL AND INTERCULTURAL COMMUNICATION

COM-320: Exploring World Cultures/Mass Media

COMPETENCY	MASTERED
COM-30179 Global Communications	<input type="checkbox"/>
COM-30180 Global Media	<input type="checkbox"/>
COM-30184 Global Citizenship and Media	<input type="checkbox"/>

### 10. GOAL: GOVERNMENT REGULATION AND SOCIAL RESPONSIBILITY

COM-448: Media Ethics and Law

COMPETENCY	MASTERED
COM-30094 Ethical and Legal Messages	<input type="checkbox"/>
COM-30105 Comm Regulation and Policy	<input type="checkbox"/>
COM-30106 Socially Responsible Comm Prac	<input type="checkbox"/>

## BA COMMUNICATIONS

### 11. GOAL: CRITICAL MEDIA CONSUMPTION

COM-325: Editing for Media and Publication

COMPETENCY	MASTERED
COM-20092 Cultural Representations	<input type="checkbox"/>
COM-30117 Stories and Comm Goals	<input type="checkbox"/>
COM-20120 Apply Storytelling to Messages	<input type="checkbox"/>

### 13. GOAL: MARKETING INSIGHTS

MKT-205: Applied Marketing Strategies

COMPETENCY	MASTERED
MKT-20079 Marketing Mix	<input type="checkbox"/>
MKT-20080 Marketing Channels	<input type="checkbox"/>
MKT-20081 Targeting Customers	<input type="checkbox"/>

### 15. GOAL: TECHNICAL WRITING

COM-341: Technical Writing

COMPETENCY	MASTERED
COM-30181 Project Plans for Tech Comm	<input type="checkbox"/>
COM-30182 Create Written Tech Comm	<input type="checkbox"/>
COM-30183 Assess Tech Comm Project Plans	<input type="checkbox"/>

### 17. GOAL: COMMUNICATION MANAGEMENT AND LEADERSHIP

COM-413: Management of Communication Projects

COMPETENCY	MASTERED
COM-20097 Project Management in Comm	<input type="checkbox"/>
COM-20102 Budgeting for Comm Projects	<input type="checkbox"/>
COM-30104 Management of Comm Projects	<input type="checkbox"/>

### 12. GOAL: CRISIS COMMUNICATIONS

COM-312: Crisis Communication

COMPETENCY	MASTERED
COM-30107 Crisis and Communications	<input type="checkbox"/>
COM-30115 Assess Crisis Communications	<input type="checkbox"/>
COM-20123 Crisis Communication Plans	<input type="checkbox"/>

### 14. GOAL: ADVERTISING COMMUNICATIONS

ADV-263: Advertising Copy and Design

COMPETENCY	MASTERED
MGT-30156 Entrepreneurial Mindset	<input type="checkbox"/>
MGT-30155 Design Thinking Process	<input type="checkbox"/>
COM-30185 Advertising Communications	<input type="checkbox"/>

### 16. GOAL: DEFINING AND COMMUNICATING YOUR PROFESSIONAL PERSONA

COM-405: Personal Brand Communications

COMPETENCY	MASTERED
COM-20099 Entrepreneurial Communications	<input type="checkbox"/>
COM-20103 Professional Codes of Conduct	<input type="checkbox"/>
COM-30121 Develop a Personal Brand	<input type="checkbox"/>

## BA COMMUNICATIONS BUSINESS CONCENTRATION COMPETENCIES

### 18. GOAL: ORGANIZATIONAL BEHAVIOR

OL-342: Organizational Behavior

COMPETENCY	MASTERED
MGT-20135 Organizational Culture	<input type="checkbox"/>
MGT-20136 Organizational Behavior	<input type="checkbox"/>
MGT-20137 Align Organizational Climate	<input type="checkbox"/>

### 19. GOAL: BUSINESS LAW

BUS-206: Business Law I

COMPETENCY	MASTERED
POL-10067 Elements of US Legal System	<input type="checkbox"/>
BUS-20068 Law and Ethics in Business	<input type="checkbox"/>
BUS-20069 Law and Business Situations	<input type="checkbox"/>

### 20. GOAL: FOUNDATIONS OF FINANCIAL ACCOUNTING

ACC-215: Fundamentals of Financial Accounting

COMPETENCY	MASTERED
ACC-20132 Principles of Financial Accounting	<input type="checkbox"/>
ACC-20133 Financial Statements	<input type="checkbox"/>
ACC-30134 Ratios and Analysis	<input type="checkbox"/>

## BA COMMUNICATIONS HEALTHCARE CONCENTRATION COMPETENCIES

### 21. GOAL: ORGANIZATIONAL BEHAVIOR

OL-342: Organizational Behavior

COMPETENCY	MASTERED
MGT-20135 Organizational Culture	<input type="checkbox"/>
MGT-20136 Organizational Behavior	<input type="checkbox"/>
MGT-20137 Align Organizational Climate	<input type="checkbox"/>

### 22. GOAL: FOUNDATIONS OF U.S. HEALTHCARE

HCM-315: Foundations of U.S. Healthcare

COMPETENCY	MASTERED
HCM-30367 Interdepartmental HC	<input type="checkbox"/>
HCM-30368 US Healthcare System	<input type="checkbox"/>
HCM-30369 Ethics and Regulation in HC	<input type="checkbox"/>

### 23. GOAL: COMMUNITY HEALTH

NUR-350: Community and Population Health

COMPETENCY	MASTERED
PHE-40209 Promoting Health Literacy	<input type="checkbox"/>
HCM-30210 Healthcare Data Collection	<input type="checkbox"/>
PHE-40211 Wellness in Communities	<input type="checkbox"/>