

## MASTER OF ARTS IN COMMUNICATION ARTS

### Mission Statement

*The M.A. degree in Leadership Communication is an interdisciplinary program designed for people who want to improve their ability to motivate others, accomplish change, build morale and loyalty, and stimulate innovation and teamwork.*

### Student Learning Outcomes

Students graduating from this program should be able to do the following:

#### Content

- Knowledgeably discuss and write about current issues in the health care industry
- Describe and apply concepts and principles in the following areas to actual challenges in the health care industry:
  - employee and patient satisfaction
  - leadership
  - ethics
  - communication theories and strategies
- Identify and report research relevant to health communication

#### Critical Thinking

- Apply communication theories to understand actual health communication events
- Evaluate effective and ineffective communication
- Suggest strategies for improving health-related communication
- Identify trustworthy information about health communication

#### Communication

- Adapt style and delivery to communicate clearly, and memorably
- Display proper use of spelling, grammar, and style
- Deliver effective presentations with well-defined introductions, main points, supporting information, and conclusions
- Establish credibility with audience.

#### Integrity/Values

- Distinguish between ethical and unethical situations relevant to health communication
- Describe and adhere to the principles of ethical practice
- Articulate a personal vision for leadership

## **Project Management**

- Design, carry out, and analyze professional-quality projects in actual health care settings
- Conduct research relevant to health communication
- Practice effective time management strategies
- Collaborate effectively with colleagues and clients

## **Assessment of Student Learning Outcomes**

**Direct evaluation:** All students enrolled in COM 6027, Health Communication Leadership Project, will complete portfolios, which will be evaluated by two faculty members as each cohort of M.A. students finishes the two-year program to determine if expectations were met well, met, or not met. Further direct evaluation will be provided by three health communication professions in the community, who will provide feedback on the same projects to gauge the students' achievement level on the basis of the same criteria.

**Indirect evaluation:** The projects completed by students in that, in conjunction with our community partners, will be evaluated by supervisors in the partner agencies on the basis of the same criteria.

***Find Out More about a Masters in Communication Arts at UWF:***  
***<http://uwf.edu/commarts/>***