



Master in Communication Student Achievement

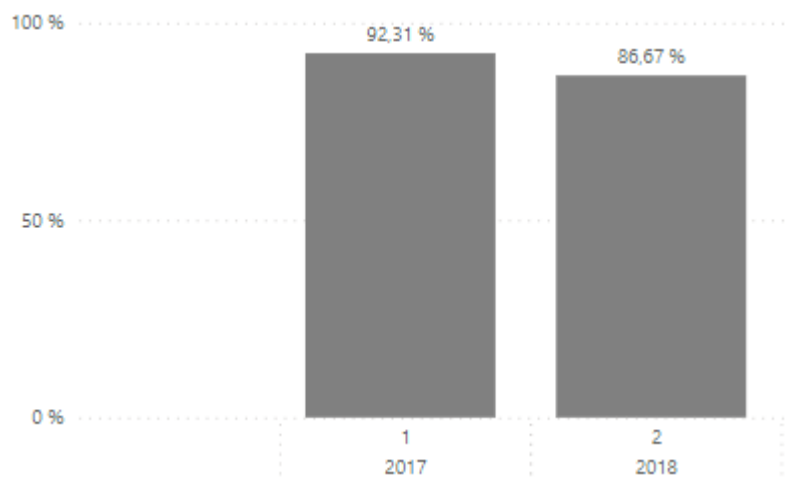
Degree Profile for the Master in Communication

The graduate of the Master in Communication is a professional with international vision in the context of the information society, with competencies in project conceptualization, design of strategies, and campaign management for digital communications and social media in all types of organizations.

The graduate of Master in Communication will be able to lead teams to develop digital communication processes, and to direct and manage communications campaigns using social media to meet the specific needs of organizations. He or she will develop strategies integrating knowledge of digital marketing and digital content development and apply innovative techniques and approaches in the industry in the field of social media. In addition, he or she will be able to apply entrepreneurial vision to the management of social media projects and research projects in the field of digital communication.

The graduate is expected to apply ethical principles and values to professional practice. Moreover, his or her work will reflect a current understanding of effective digital strategies for business, as well as in-depth knowledge of challenges facing organizations at local, national, and international levels.

GRADUATION



Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP, which typically considers one or more of its program learning outcomes (PLOs. Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

A graduate of the Master in Communication will be able to:

1. Apply knowledge of the latest developments in the information and communications technology in the field of social media.
2. Create social networking strategies and manage digital communication campaigns.
3. Assess management indicators to improve the effectiveness of digital communication plans and projects.
4. Design digital entrepreneurship projects using innovative communication strategies.
5. Develop research projects applied to communication in digital environments.

