



Master in Corporate and Institutional Communication Student Achievement

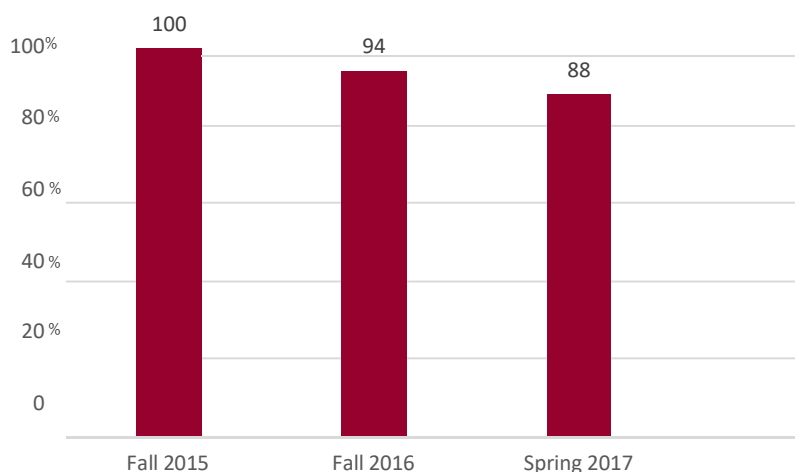
Degree Profile for the Master in Corporate and Institutional Communication

At UDLA, the graduate of the Master in Corporate and Institutional Communication program is a professional with an integral formation who applies knowledge, skills, and abilities to understand and solve contemporary organizational problems through the integration of multidisciplinary methods.

The graduate will be able to critically analyze and evaluate corporate and institutional communication processes, with a broad conceptual understanding of strategic planning as well as the effective use of Information and Communication Technologies (ICT) in the field of communication direction at a local, national, regional and global level. Likewise, the graduate will master methodologies and tools for the design and implementation of strategic communication plans along with skills for crisis management and prevention.

It is expected that graduates will make a commitment to continuous learning and community support, exercising effective leadership and governance in corporate and institutional communication processes, with a deep sense of strategy, professional ethics and social responsibility.

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 Corporate and Institutional Communication will be able to:

1. Evaluate communication processes with a broad conceptual understanding of corporate and institutional strategic planning.
2. Apply methodologies and tools in the design and management of communication strategic plans.
3. Provide guidance in the fulfillment of organizational objectives, demonstrating skills in project management, crisis prevention, and conflict resolution.
4. Apply ICTs in communication direction at local, national, regional, and global levels.
5. Develop leadership skills for decision-making according to standards of ethical conduct in pursuit of effective corporate governance in companies and institutions.
6. Lead organizations strategically by integrating institutional, organizational and marketing communication to achieve the organizational goals, in academic research projects focused on corporate and institutional communication.

