

# Corporate Communication Student Achievement

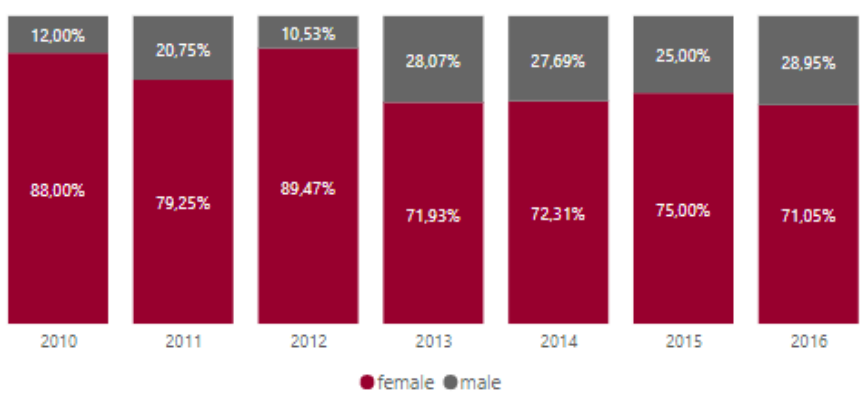
## Degree Profile for the Corporate Communication program

The UDLA Corporate Communication graduate is a creative professional with a global vision, capable of engaging in organizational policy-making in pursuit of efficient management of intangible resources through the articulation of institutional objectives with society's needs, understanding contextual complexities in a critical way.

The Corporate Communication graduate develops action plans, programs, and innovative communication strategies, focused on identity, culture, image and reputation. He or she carries out communication-based research by applying quantitative and qualitative approaches. Moreover, the graduate designs printed and digital communication products and apply them strategically in organizational contexts with the aid of information and communication technologies. Furthermore, he or she is capable of advising organizations in the creation and implementation of public relations projects, crisis management strategies as well as event organization.

It is expected that the Corporate Communication graduate will demonstrate an ethical, proactive and critical-reflexive behavior, with an ongoing commitment to professional development, and excellence in service to society

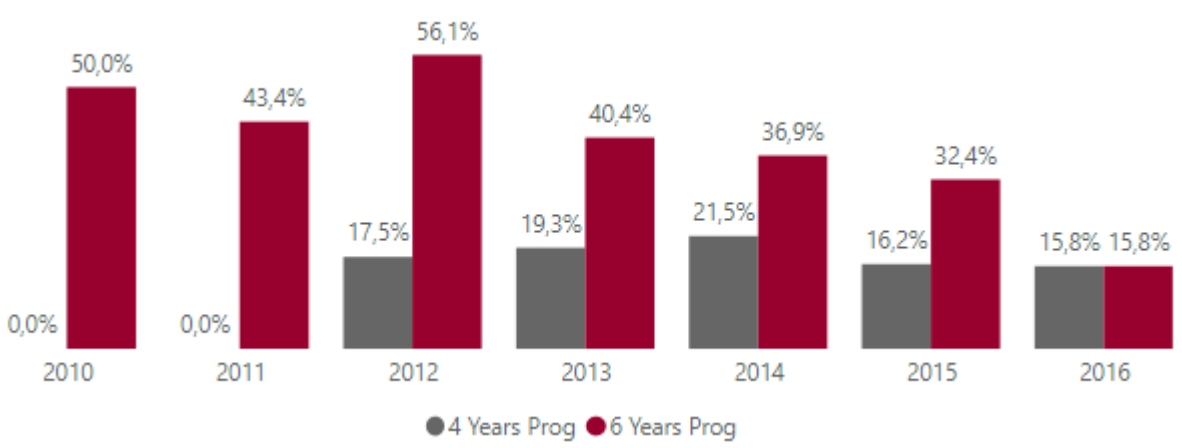
### GRADUATION BY GENDER



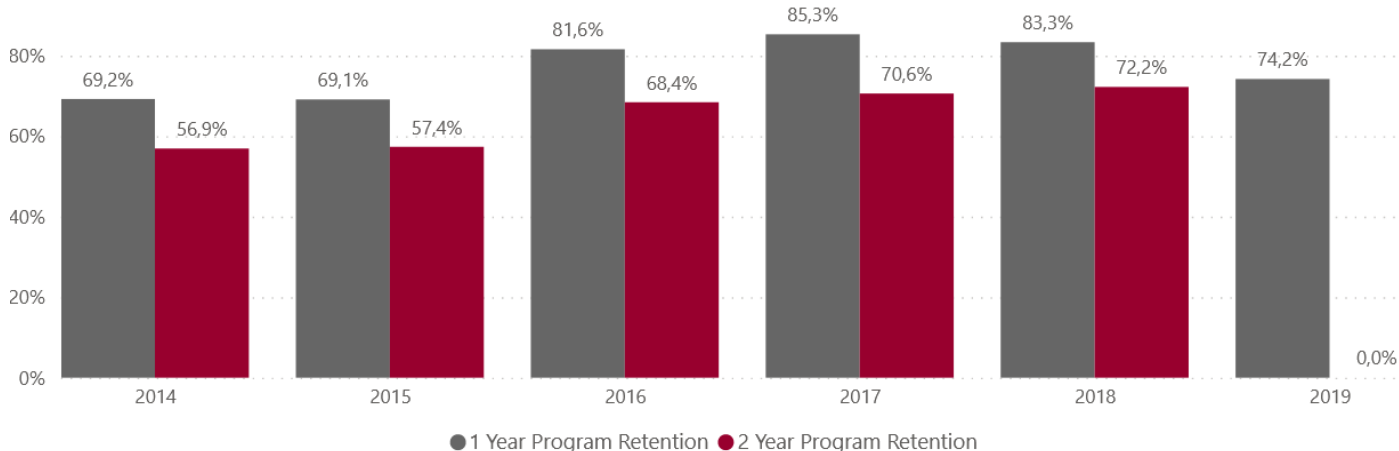
Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The calculated according to a duration of 4 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

### GRADUATION



## RETENTION



## 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 Corporate Communication program will be able to:

1. Design communication plans, programs and innovative strategies for public and private sector organizations, for-profit and not-for-profit, in relation to identity, culture, image and reputation.
2. Develop research processes in communication, applying qualitative and quantitative methodologies.
3. Develop printed or digital communication products for organizational areas.
4. Manage communication and information technologies with critical thinking to achieve strategic objectives and resolve communication problems.
5. Advise organizations in the design and implementation of campaigns or public relations projects, lobbying, corporate social responsibility and crisis management, as well as in event organization.
6. Apply theories of communication and other social sciences in a critical and analytical way to understand the functions of organizational communication.

