



ARKANSAS TECH
UNIVERSITY

Student Learning Outcomes

College/School

Arts & Humanities

Department

Communication & Journalism

Program

BA Communication

Link to Program Home

<https://www.atu.edu/cj/stulrn-communication.php>

Students who complete the program:

- Basic organizational patterns of the body for public speaking.
- Comprehension and analysis of the structure of an argument.
- Identifying logical fallacies in argument.
- Demonstrated proficiency in APA and MLA styles of notation.
- Conducting research to inform analysis.