



University of California, Santa Barbara
Program Learning Outcomes

PhD in Communication

Students graduating with a PhD in Communication should be able to:

(Items listed in italics are considered highly desirable outcomes but are not required for degree completion.)

Core Knowledge

- Demonstrate general knowledge of communication research and theory with specific command of at least two general areas including mass media, organizational, and interpersonal communication.
- Critically evaluate published theory & research in the field of communication and related fields.

Research Methods and Analysis

- Identify and describe the range of quantitative and qualitative methodologies typically used in communication research.
- Critically evaluate the methodologies used in published empirical research in the field of communication and related fields.
- Design sound empirical studies to investigate communication phenomena, using appropriate methods, measures, and analytic strategies.
- Follow ethical guidelines in the handling of research subjects and the collection and dissemination of research.

Pedagogy

- Communicate effectively to groups of undergraduate students.
- Demonstrate the basics of classroom management.
- Create appropriate assessment tools, including exams and assignments.
- *Design a course in their area of communication specialty with clear goals, appropriate readings, assignments, and sequencing of topics.*

Scholarly Communication

- Synthesize and critique existing theoretical literature and empirical evidence.
- Make unique theoretical and empirical contributions to existing bodies of literature.
- Structure a coherent argument (orally and in writing) based on evidence.

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- Present ideas orally in a convincing manner.
- Produce high quality writing able to meet the standards of the journals in the field of communication.
- Clearly communicate scholarly ideas to audiences beyond disciplinary boundaries.

Professionalism

- Present themselves with authority at conferences.
- Be responsive to constructive feedback.
- Manage time effectively.
- Conform to appropriate standards of conduct in interactions with students and co-workers.
- Contribute to the service endeavors of an academic department.
- *Contribute to the service endeavors of the discipline at large.*
- *Pursue funding to support research.*

Independent Research

- *Develop research projects independently that meet the standards of the discipline.*