

Bottega University Communications

December 8, 2021

Program Summary

The Associate of Science in Communication at Bottega University focuses on communication skills for interpersonal relationships, business, and industry. Thematically, the program addresses Diversity and Inclusion, Principles of Human Communications, Conflict Management, Mass Communications, Ethical Decision-Making, Research Methods, and Public Relations. The program centralizes communication and teamwork as critical features for employability and success for graduates.



Strengths & Noteworthy Practices

The assignments aligned with the [Essential Employability Qualities \(EEQS\)](#) are clear and mimic workplace scenarios. The EEQ matrices show that each EEQ is mapped to at least one graded assignment in a course required for the program curriculum. Additionally, the program identifies exit proficiencies through course assignments, which all students in the program complete.

Assignments of note in this program include students demonstrating how identity, self-concept, and perception influence personal communication; self-awareness of one's communication style; public speaking; becoming aware of the pitfalls associated with online communication as well as of possible strategies to improve it; and critical examination of scenarios with analysis of social issues and argumentation of a particular position within that issue.

The Career Strategies course and corresponding student portfolio ensure that career and employability support services are provided to all students. At graduation, students complete a checklist that they have completed key professional activities.

Labor market survey data was used to design the program. Additionally, employers, students, instructors, and Career Services work together to continuously improve the course and program content. The Program Advisory Council meets annually to discuss the program and how the courses align with employers' needs, current industry trends, and jobs. Program faculty are employers/practitioners who provide feedback to improve the program.

