

**UNIVERSITY OF ALASKA FAIRBANKS**  
**DRAFT Communications Plan**  
 School of Management  
 Bachelor of Business Administration (BBA)  
 Business Administration (BA)

**I. Assessment**

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
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**COMMUNICATION**

**After successfully completing the BA degree students should be able to**

**1a. Written:** using cogent arguments or opinions on topics pertaining to the field of study.

**1b.** prepare one or more of the following: marketing plans, business plans, hiring plans, business continuity plans, innovation plans, feasibility studies.

**1c.** synthesize information for executive summaries

**1d.** write a professional e-mail

**1e.** develop a professional resume

**2a. Oral:** deliver a professional presentation and field questions related to presentation with confidence and poise.

**2b.** present using various modes of technology, such as PowerPoint, websites, social media, videos, blogs, etc.

**2c.** present in a professional manner assessed through preparedness and dress

**2d.** develop professional interviewing skills

**2e.** successfully network with peers

**2f.** develop professional engagement

**2g.** professionally critique ideas











