

Communication Fluency Outcome of Marshall's Baccalaureate Degree Profile

Communication Fluency: Students will **develop** cohesive oral, written, and visual communications **tailored** to specific audiences.

Trait1: **Context/Audience:** **Appraise** audience and **tailor** communication with audience needs/culture in mind.

Trait 2: **Design/Organization:** **Fully develop** the design/organization of the communication in a cohesive manner.

Trait 3: **Diction:** With the audience in mind, **choose** a varied vocabulary that conveys the intended meaning of the communication.

Trait 4: **Communication Style:** **Use** complex and varied sentence styles, concepts, or visual representations.