



MISSION STATEMENT AND STUDENT LEARNING OUTCOMES FOR:

Graphic Communications

Review Year: 2026

Division:	Discipline/Program/Department:	Contact Person:
Business	Graphic Communications	Hensley, Nikki

Business

Graphic Communications

Hensley, Nikki

Mission Statement

The Marketing and Graphic Communications program at Southwestern Illinois College provides students the skills to develop, promote, and visually communicate brand messages across digital and traditional platforms, preparing them for success in a rapidly evolving global marketplace. The program fosters lifelong learning and continually assesses student learning, making necessary modifications in teaching as indicated to best prepare students for this career.

Program/Discipline Curriculum Map									
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I = **Introduce**: Student is first exposed to the concept/idea and is requested to apply the concept in a limited scope.

R = Reinforce: Student may be expected to understand the concept upon taking the course and utilizes the concept in conjunction with other concepts/ideas to solve problems.

PROGRAM/DISCIPLINE	Introduction to the study of psychology and the scientific method. The course covers the history and development of psychology, the major areas of psychology, and the application of psychology to everyday life.
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