

# COMMUNICATIONS, B.A. (ALTOONA)

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**Begin Campus:** Any Penn State Campus

**End Campus:** Altoona

## Program Learning Objectives

- Effective written communication skills
- Effective oral communication skills.
- Effective visual communication skills
- Knowledge of professional standards and practices.
- Ability to perform in professional settings with clarity, effectiveness, and in a manner that is appropriate to industry standards.
- Ability to understand and connect communications theory and research methods to ensure the development of effective critical thinking skills.
- Knowledge of the roles communications systems and professionals play in shaping communities at the global, national, and local levels.