COMMUNICATION, B.A.

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Description
The B.A. major in Communication offers a liberal arts background with emphasis in mass media studies and corporate communication. It prepares students for careers in corporate communication, print and broadcast journalism, multi-media and video production, and advertising/public relations by providing an interdisciplinary study of spoken, written, visual, and technically mediated messages.

What is Communication and Media Studies?
Communications is an academic discipline that deals with the creation and distribution of mass communication messages through media such as books, newspapers, television, radio, film, video games and the internet. Mass communications use writing, photographs, video and interactive content to give information or influence the audience. Communications also concerns the study of how we communicate in different ways with diverse audiences through marketing, advertising, public relations, journalism, film and other media.

You Might Like This Program If...
- You’re the first on board when a social media app is released.
- You can envision yourself presenting creative ideas across multiple communication platforms.
- You welcome the challenges of working with new technology and new communication mediums.

Entrance to Major
In order to be eligible for entrance to this major, a student must:

1. attain at least a C (2.00) cumulative grade-point average for all courses taken at the University; and
2. have third-semester classification (http://www.registrar.psu.edu/registration/semester_classification.cfm).

READ SENATE POLICY 37-30: ENTRANCE TO AND CHANGES IN MAJOR PROGRAMS OF STUDY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/37-00-entrance-to-a-college-or-major)

Degree Requirements
For the Bachelor of Arts degree in Communication, a minimum of 120 credits is required:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>9-21</td>
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<tr>
<td>Bachelor of Arts Requirements</td>
<td>24</td>
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<tr>
<td>Requirements for the Major</td>
<td>45</td>
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</table>

General Education
Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (http://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required.)
- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

Knowledge Domains
- Arts (GA): 6 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 6 credits
- Social and Behavioral Sciences (GS): 6 credits
- Natural Sciences (GN): 9 credits

Integrative Studies (may also complete a Knowledge Domain requirement)
- Inter-Domain or Approved Linked Courses: 6 credits

0-3 of these credits are included in the Requirements for the Major.

University Degree Requirements
First Year Engagement
All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement
6 credits are required and may satisfy other requirements
- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum
3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits
A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.
Quality of Work
Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition
The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 for more information). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements

Foreign Language (0-12 credits): Student must attain 12th credit level of proficiency in one foreign language. See the Placement Policy for Penn State Foreign Language Courses. Foreign language credits in this category must be in a second foreign language or beyond the 12th credit level of proficiency in the first language.

Other Cultures (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the General Education US/IL requirement.

Requirements for the Major
This includes 0-3 of these credits of General Education courses: 0-3 credits of GA courses in the Journalism/Media Productions (Multimedia Area).

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (see the Placement Policy for Penn State Foreign Language Courses). For more information, check the Suggested Academic Plan for your intended program.

Supporting Courses and Related Areas
Supporting Courses and Related Areas: Require a grade of C or better
Select 2 credits of the following: 2

CAS 175 Persuasion and Propaganda
COMM 100 The Mass Media and Society
COMM 110 Media and Democracy
COMM 118 Introduction to Media Effects
COMM 150 The Art of the Cinema
COMM 168 American Journalism: Values, Traditions, and Practices
COMM 180 Survey of Electronic Media and Telecommunications
COMM 242 Basic Video/Filmmaking
or COMM 270 Introduction to Multimedia Production
CAS 212 Professional Public Speaking
or CAS 252 Business and Professional Communication
CAS 271 Intercultural Communication
or COMM 410 International Mass Communications
COMM 494 Research Project Courses
or COMM 495 Internship
Select 15 credits of supporting coursework, from departmental list 1

In consultation with an academic advisor, students will select 6-9 credits from 2 of 3 Concentrations:
1. Communication Studies
2. Strategic Communication
3. Journalism/Media Production

Program Learning Objectives
1. Educate students to be problem solvers who are especially strong in oral and written communication.
2. Encourage students’ analytical and creative skills in order that they will be prepared to address a wide variety of challenges in their professional lives.
3. Prepare students for lifelong productive careers which may include graduate studies, communication professions or corporate leadership.

The COMBA Program stresses core competencies in the following 8 areas: writing, speaking, communication and media theory, proficiency in communication technology, research methods, global and diversity perspectives, practicum skills, and a capstone experience.

Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in- and out-of-class educational opportunities in order that they become self-directed learners and decision makers.
Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy)

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Suggested Academic Plan

Erie Campus

The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Language (Level One)</td>
<td>4 Social and Behavioral Science selection</td>
<td>3</td>
</tr>
<tr>
<td>Arts Selection (GA)</td>
<td>3 Quantification selection</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 15</td>
<td>3 Humanities selection</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science Selection</td>
<td>3 Other Cultures selection</td>
<td>3</td>
</tr>
<tr>
<td>First Year Seminar</td>
<td>1 World Language (Level Two)</td>
<td>4</td>
</tr>
<tr>
<td>Media Communication Selection*</td>
<td>3 COMM 1 (or COMM 2 or COMM 3 or COMM 4)*</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17</td>
</tr>
</tbody>
</table>

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 160</td>
<td>1 ENGL 202A (or ENGL 202B or ENGL 202C or ENGL 202D)*</td>
<td>3</td>
</tr>
<tr>
<td>Arts selection</td>
<td>3 Quantification selection</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science</td>
<td>3 BA Knowledge Domains</td>
<td>3</td>
</tr>
<tr>
<td>World Language (Level Three)</td>
<td>4 Health and Physical Activity</td>
<td>1.5</td>
</tr>
<tr>
<td>CAS 100 A/B Effective Speech</td>
<td>3 Humanities Selection</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2 (COMM 1 or COMM 3 or COMM 4)</td>
<td>1 CAS 202 Introduction to Communication Theory*</td>
<td>3</td>
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<tr>
<td></td>
<td></td>
<td>15</td>
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</tbody>
</table>

Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 315</td>
<td>3 CAS 204 Communication Research Methods*</td>
<td>3</td>
</tr>
<tr>
<td>COMM 242 or 270*</td>
<td>3 CAS/COMM Supporting Course</td>
<td>3</td>
</tr>
<tr>
<td>CAS 212 Professional Public Speaking*</td>
<td>3 CAS/COMM Supporting Course</td>
<td>3</td>
</tr>
<tr>
<td>COMM 410 (or CAS 271 Intercultural Communication)*</td>
<td>3 Natural Science*</td>
<td>3</td>
</tr>
<tr>
<td>BA Knowledge Domains*</td>
<td>3 400-level Supporting Course*</td>
<td>3</td>
</tr>
</tbody>
</table>

Health and Physical Activity | 1.5 |
| | | 16.5 |

Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 251*</td>
<td>3 BA Knowledge Domains</td>
<td>3</td>
</tr>
<tr>
<td>400-level Supporting Course*</td>
<td>3 Research Project or Internship*</td>
<td>3</td>
</tr>
<tr>
<td>Social and Behavioral Science Selection</td>
<td>3 400-level Supporting Course*</td>
<td>3</td>
</tr>
<tr>
<td>CAS/COMM Supporting Course*</td>
<td>3 Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

| | | 12 |

Total Credits 121

* Course requires a grade of C or better for the major
† Course requires a grade of C or better for General Education
‡ Course is an Entrance to Major requirement
§ Course satisfies General Education and degree requirement

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures). W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses
may not be taken in the area of the student’s primary major. See your adviser and the Degree Requirements section (http://bulletins.psu.edu/undergraduate/general-information/academic-information) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (http://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures).

1. Arts Selection (GA)
2. GD 100 Recommended

Additional Notes
*For the Media Communications Selection, students may select from CAS 101, CAS 175, COMM 100, COMM 110, COMM 118, COMM 168 or COMM 180.

Career Paths
The B.A. in Communication prepares you for careers in corporate communication, print and broadcast journalism, social media management, advertising, public relations, and media production. You’ll practice your craft by writing, editing, or serving as a photographer for The Behrend Beacon newspaper, or writing, producing, or hosting a show on BVZ Radio or PSB-TV. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers
Because it is a diverse and practical field of study, Penn State Behrend Communication alumni pursue a wide variety of careers. Our graduates include public relations directors, account executives, marketing managers, teachers, broadcasters, writers, journalists, pastors, coaches, professional videographers and photographers, and sports information directors.

MORE INFORMATION (http://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/communication)

Opportunities for Graduate Studies
A B.A. in Communication can be the starting point for graduate-level education in more specialized fields, including journalism, fine-art photography or photojournalism, integrated marketing communication, strategic communications, digital media, communication or media studies, and education at the elementary, secondary, and post-secondary level.

MORE INFORMATION (http://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/communication)

Professional Resources
• American Communications Association (http://www.americancomm.org)
• Association for Women in Communications (http://www.womcom.org)
• International Association of Business Communicators (https://www.iabc.com)
• Public Relations Society of America (https://www.prsa.org)
• Society of Professional Journalists (https://www.spj.org)

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