

COMMUNICATION, B.A. (BEHREND)

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?

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, speech, 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, corporate communications, digital 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.