

TELECOMMUNICATIONS AND MEDIA INDUSTRIES, B.A.

Begin Campus: Any Penn State Campus

End Campus: University Park

Spring 2024 Curricular Update: The program description, entrance requirements, and program requirements detailed on this page are effective beginning Spring 2024. To learn more about what approved curricular changes take effect in Spring 2024, please visit the Changes to the UG Bulletin page (<https://bulletins.psu.edu/undergraduate/general-information/using-this-bulletin/#changestotheugbulletintext>). To view the requirements in effect for Fall 2023, please visit the 2023-24 Undergraduate Bulletin PDF (<https://bulletins.psu.edu/pdf/undergraduate.pdf>).

Degree Requirements

For the Bachelor of Arts degree in Telecommunications and Media Industries, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	20
Bachelor of Arts Degree Requirements	24
Requirements for the Major	34-35

3-4 of the 45 credits for General Education are included in the Requirements for the Major. This includes 0-3 credits of GS courses or 0-4 credits of GQ courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if foreign language proficiency is demonstrated by examination.

Requirements for the Major

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 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 160	Basic News Writing Skills	1
COMM 180	Survey of Electronic Media and Telecommunications	3
COMM 280	Introduction to Telecommunications Technologies	3
COMM 380	Telecommunications Management	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 3-4 credits from the following:		3-4
ECON 102	Introductory Microeconomic Analysis and Policy	
ECON 14	Principles of Economics	
SCM 200	Introduction to Statistics for Business	

STAT 200	Elementary Statistics	
Select 3 credits of capstone from the following:		3
COMM 486W	Telecommunications Ethics	
COMM 487W	Advanced Telecommunications Management and Leadership	
COMM 489W	Advanced Telecommunications Topics	
Select 3 credits in law courses from the following: ¹		3
COMM 403	Law of Mass Communications	
COMM 403H	Law of Mass Communications	
COMM 404	Telecommunications Law	
COMM 492	Internet Law and Policy	
Select 12 credits from the following: ¹		12
COMM 170	Introduction to the Sports Industry	
COMM 190/ GAME 140	Gaming and Interactive Media	
COMM 282	Television Field Production	
COMM 283	Television Studio Production	
COMM/IST 310	Digital Media Metrics	
COMM 374	Audio Production	
COMM 383	Advanced Video Production	
COMM 384	Telecommunications Promotion and Sales	
COMM 385	Media Programming Strategies	
COMM 386	Telecommunications History	
COMM 388	Production Management	
COMM 479	Telecommunication Economics	
COMM 482	Brand Storytelling	
COMM 483	Wireless Communications Industry	
COMM 484	Emerging Telecommunications Technologies	
COMM 484A	Wireless Devices and Global Markets	
COMM 491		
COMM 491A	International Telecommunications - Travel	
COMM 493	Entrepreneurship in the Information Age	
COMM 495	Internship (3 credits)	

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better

Select 3 credits in social aspects of communication from the following:		3
COMM 110	Media and Democracy	
COMM 118	Introduction to Media Effects	
COMM/ WMNST 205	Gender, Diversity and the Media	
COMM 304	Mass Communication Research	
COMM 305	Introduction to Critical Studies of Media	
COMM 405	Political Economy of Communications	
COMM 409	News Media Ethics	
COMM 410	International Mass Communications	
COMM 412	Sports, Media and Society	
COMM 413W	The Mass Media and the Public	
COMM 417	Ethics and Regulation in Advertising and Public Relations	
COMM 418	Media Effects: Theory and Research	
COMM 419	World Media Systems	

COMM 419H	World Media Systems
COMM 496	Independent Studies (1-3 credits)

¹ Law courses beyond the required 3 credits can count against the 12 credits of additional courses.

Students must take at least 9 credits of 400-level courses from the additional or supporting course lists.

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 (<https://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 and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

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

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

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 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). 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 (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/>).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts, Foreign Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; 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.