

# TELECOMMUNICATIONS AND MEDIA INDUSTRIES, B.A.

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**Begin Campus:** Any Penn State Campus

**End Campus:** University Park

## Program Description

The Telecommunications and Media Industries program seeks to prepare informed, responsible professionals for leadership roles in the telecommunications and media industries. The program stresses the production and distribution of content and services in the digital communication, entertainment and information industries, such as radio, television, broadband, video games, social media, mobile telecommunications and the Internet, as well as the social, cultural and economic impact of these industries.

After acquiring a strong foundation in telecommunications technologies, management and societal impacts, students choose an emphasis in programming and production; management and entrepreneurship; or law and policy.

Graduates go on to careers at local radio and television stations; broadcast, cable and satellite networks; social media; Internet content and service providers; wired and wireless telephone companies; and other related media and entertainment industries. The major emphasizes the business and legal parameters of telecommunications, making it an excellent preparation for law school or graduate school and careers in government policy and the entertainment field.

## What is Telecommunications and Media Industries?

Telecommunications and Media Industries is the array of electronic media industries that make up the global communications ecosystem. This comprises radio, television, telephones and the internet.

Telecommunications includes traditional broadcast, cable, satellite and telephone companies, such as radio and TV stations and networks and music and film companies, as well as internet businesses involved in audio and video production, video games, social media, the Internet of Things, and more. This includes internet service providers, cloud computing, mobile telephones, and more. Students learn current industry practices and essential technological, economic, and legal concepts to develop the skills necessary to become successful leaders in all forms of electronic media and related industries throughout the world.

## You Might Like This Program If...

- You are creative and like to produce audio or video content.
- You're entrepreneurial and imaginative and want to develop new products.
- You're analytical and imaginative and want to discover new insights into how people use media technologies.
- You're outgoing and like to travel and want to help businesses grow.
- You like sports or entertainment, or have strong technical or policy interests and are interested in shaping the future of the Internet.

MORE INFORMATION ABOUT TELECOMMUNICATIONS AND MEDIA INDUSTRIES (<https://www.bellisario.psu.edu/departments/telecommunications/>)