

COMMUNICATIONS, B.A. (CAPITAL)

Begin Campus: Any Penn State Campus

End Campus: Harrisburg

Program Learning Objectives

- **Communications Theory:** Students will recall Communications theory and theorists.
- **Creativity:** Students will assess the Communication situation and create original written documents, images, sound, or graphics accordingly.
- **Practical Knowledge:** Students will construct media projects using a variety of visual, audio and Web technologies.
- **Professional Ethics:** Students will develop the professional, ethical and social responsibilities of the media professions.
- **Research Methods:** Students will analyze media using Communications theory and methods in their own research and writing.