

COMMUNICATIONS, B.A. (CAPITAL)

Begin Campus: Any Penn State Campus

End Campus: Harrisburg

Degree Requirements

For the Bachelor of Arts degree in Communications, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	12
Bachelor of Arts Degree Requirements	24
Requirements for the Major	39

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

At least 12 credits of Communications courses must be taken at the 400 level.

To graduate, a student enrolled in the major must earn a grade of C or better 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 251	The Nature of Media	3
COMM 342W	Idea Development and Media Writing	3
COMM 456	Media Criticism and Theory	3
COMM 458	Media Law and Ethics	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
COMM 230W	Writing for Media	3
	or COMM 260W News Writing and Reporting	
Select two courses in visual communication from the following:		6
COMM 215	Basic Photography for Communications	
COMM 241	Graphic Design for Communications	
COMM 242	Basic Video/Filmmaking	
COMM 269	Photojournalism	
COMM 270	Introduction to Multimedia Production	
COMM 337	Intermediate Documentary Production	
COMM 415	Advanced Photography for Communications	
COMM 437	Advanced Documentary Production	
COMM 438	Advanced Narrative Production	
COMM 441	Advanced Graphic Design for Communications	

Select 6 credits in Communications from the following: 6

CC 200	Introduction to Corporate Communication
COMM 110	Media and Democracy
COMM 150N	The Art of the Cinema
COMM 160	Basic News Writing Skills
COMM 168	American Journalism: Values, Traditions, and Practices
COMM 215	Basic Photography for Communications
COMM 234N	Digital Cultures
COMM 241	Graphic Design for Communications
COMM 242	Basic Video/Filmmaking
COMM 250	Film History and Theory
COMM 269	Photojournalism
COMM 270	Introduction to Multimedia Production
COMM 320	Introduction to Advertising
COMM 346	Writing for the Screen I
COMM 360	Radio Reporting
COMM 363	
COMM 370	Public Relations
COMM 372	Digital Public Relations
COMM 374	Audio Production
COMM 405	Political Economy of Communications
COMM 414	Media Management
COMM 415	Advanced Photography for Communications
COMM 418	Media Effects: Theory and Research
COMM 420	Research Methods in Advertising and Public Relations
COMM 421W	Advertising Creative Strategies
COMM 424	Advertising Campaigns
COMM 428E	Social Media Strategies
COMM 430	Mass Media and Politics
COMM 436	Advanced Audio Production
COMM 457	Media Audiences and Contexts
COMM 459	Cultural Effects of Interactive and Online Media
COMM 461	Magazine Writing
COMM 462	Feature Writing
COMM 471	Public Relations Media and Methods
COMM 472	Public Relations Event Planning
COMM 473	Public Relations Campaigns
COMM 474	Depth Reporting
COMM 481	Advanced Multimedia Production
COMM 488	Writers' Seminar
COMM 495	Internship
COMM 496	Independent Studies

Supporting Courses and Related Areas

Select 12 credits in consultation with an academic adviser. These credits, combined with electives, may be applied to a minor in support of the student's interests. 12

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.