communications, B.Hum.

Begin Campus: Any Penn State Campus
End Campus: Harrisburg

Program Description
Communications is an interdisciplinary program that combines practical, professional instruction with critical and cultural examinations of mass media. Our interdisciplinary and theoretical approach enables our students to understand the contextual relationships between contemporary media and ethics, history, drama, and art, as well as the mechanics of emerging information technologies. We feature small classes, a multidisciplinary faculty with real-world professional experience, high-technology laboratories, and an excellent location for media internships. This major prepares students for careers in areas such as public relations, journalism, graphic design, photography, new media, advertising, media production, and telecommunications. Because of our analytical approach, students can use the major to prepare for postgraduate studies.

What is Communications?
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, 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, journalism, film and other media.

You Might Like This Program If...
You enjoy writing, design, photography, or film/video production. You enjoy solving problems or influencing others with your ability to create messages. You are interested in a career in public relations, journalism, graphic design, advertising, multimedia production.

Entrance to Major
Entry to the Communications major requires a 2.00 or higher cumulative grade-point average.

Degree Requirements
For the Bachelor of Humanities degree in Communications, a minimum of 120 credits is required:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>13-15</td>
</tr>
<tr>
<td>Bachelor of Humanities Degree</td>
<td></td>
</tr>
<tr>
<td>Requirements</td>
<td>18</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>42-44</td>
</tr>
</tbody>
</table>

The elective credits may be applied to a minor in consultation with an academic adviser. The number of elective credits needed varies depending on whether the student participates in an internship.

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

Knowledge Domains
- Arts (GA): 6 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 6 credits
- Social and Behavioral Sciences (GS): 6 credits
- Natural Sciences (GN): 9 credits

Integrative Studies (may also complete a Knowledge Domain requirement)
- Inter-Domain or Approved Linked Courses: 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 (http://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.

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

Program Learning Objectives
1. Students will recall Communications theory and theorists.
2. Students will construct media projects using a variety of visual, audio and Web technologies.
3. Students will assess the Communication situation and create original written documents, images, sound, or graphics accordingly.
4. Students will analyze media using Communications theory and methods in their own research and writing.
5. Students will develop the professional, ethical and social responsibilities of the media professions.

Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information need to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy)

Harrisburg
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Suggested Academic Plan
Harrisburg Campus
The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.
### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 or 30‡</td>
<td>3</td>
<td>CAS 100‡</td>
<td>3</td>
</tr>
<tr>
<td>Quantification (GQ)</td>
<td>3</td>
<td>COMM 160</td>
<td>1</td>
</tr>
<tr>
<td>General Education</td>
<td>3</td>
<td>Quantification (GQ)</td>
<td>3</td>
</tr>
<tr>
<td>Education Course</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>General Education</td>
<td>1.5</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>(GHW)</td>
<td></td>
<td>General Education Course</td>
<td>3</td>
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</table>

**Total Credits:** 13.5

### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 230W or COMM 260W*</td>
<td>3</td>
<td>COMM 251*</td>
<td>3</td>
</tr>
<tr>
<td>COMM Supporting Course</td>
<td>3</td>
<td>COMM Supporting Course</td>
<td>3</td>
</tr>
<tr>
<td>General Education</td>
<td>3</td>
<td>ENGL 202B‡</td>
<td>3</td>
</tr>
<tr>
<td>Education Course</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
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<tr>
<td>General Education</td>
<td>3</td>
<td>Supporting Course from D list</td>
<td>3</td>
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<tr>
<td>(GHW)</td>
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<td>General Education Course</td>
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**Total Credits:** 16.5

### Third Year

<table>
<thead>
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<th>Fall</th>
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<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>IHUM 300W</td>
<td>3</td>
<td>COMM Selection from Department List F*</td>
<td>3</td>
</tr>
<tr>
<td>COMM Selection from Department List F*</td>
<td>3</td>
<td>Supporting Course from List D</td>
<td>3</td>
</tr>
<tr>
<td>Visual COMM Course from List E*</td>
<td>3</td>
<td>BHUM Selection</td>
<td>3</td>
</tr>
<tr>
<td>BHUM Selection</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Supporting Course from List D</td>
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<td></td>
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</table>

**Total Credits:** 15

### Fourth Year

<table>
<thead>
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<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>IHUM 400</td>
<td>3</td>
<td>COMM 456*</td>
<td>3</td>
</tr>
<tr>
<td>COMM Selection from Department List F*</td>
<td>3</td>
<td>BHUM Selection</td>
<td>3</td>
</tr>
<tr>
<td>Visual COMM Course from List E*</td>
<td>3</td>
<td>Supporting Course from List D</td>
<td>3</td>
</tr>
<tr>
<td>BHUM Selection</td>
<td>3</td>
<td>Elective or Internship</td>
<td>1-6</td>
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<tr>
<td>Elective</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits:** 15

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1. Supporting Course from List D, see above
2. COMM Selection from Department List F, at least 12 credits of COMM courses must be taken at the 400 level. See List F above.
3. Visual COMM Course from List E, at least 12 credits of COMM courses must be taken at the 400 level. See List E above.

**University Requirements and General Education Notes:**

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

**Program Notes**

- Of these selections (12 credits) select 4 upper or lower division courses, each from a different major/program offering from the following list: AAA S, AM ST, ARAB, ART, ART H, BRASS, CAS, CAMS, CHNS, CMLIT, COMM, DANCE, ENGL, FR, GER, GREEK, HEBR, HIST, INART, IT, J ST, JAPNS, KOR, LATN, LING, MEDVL, MUSIC, PHIL, PORT, RL ST, RUS, SPAN, STS, THEA, WMNST.
- Supporting Course and Related Area List D (18 Credits)
- Select 6 credits from any COMM courses and 12 credits from Humanities approved list in consultation with an academic adviser, or select a Capital College minor in support of student's interest. Recommended list: AAA S, ANTH, AM ST, AMSTD, ART H, CAMS, CAS, COMM, CMLIT, ENGL, GD, HIST, I HUM, INART, MUSIC, PHIL, PHOTO, RL ST, THEA, WMNST, or any World Language.

**Visual Communications List E (6-8 Credits)**

- COMM 215 - Basic Photography (3)
- COMM 241 - Graphic Design for Communications (3)
- COMM 363 - Desktop Publishing (3)
- COMM 371 - Visual and Video Communication (4)
- COMM 415 - Advanced Photography (3)
- COMM 441 - Advanced Graphic Design (3)
- COMM 482 - Advanced Communication Workshop (4)

**Additional Course List F (9 Credits)**

- COMM 215 - Basic Photography (3)
- COMM 241 - Graphic Design for Communications (3)
- COMM 250 - Film History and Theory (3)
- COMM 320 - Introduction to Advertising (3)
- COMM 332 - Reporting (3)
- COMM 346 - Writing for the Screen 1 (3)
- COMM 350 - Comparative Media Cultures (3)
- COMM 360 - Radio Reporting (3)
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- COMM 363 - Desktop Publishing (3)
- COMM 370 - Public Relations (3)
- COMM 374 - Audio Communications (3)
- COMM 414 - Media Management (3)
- COMM 415 - Advanced Photography (3)
- COMM 430 - Mass Media and Politics (3)
- COMM 457 - Media Audiences and Contexts (3)
- COMM 458 - Media Law and Ethics (3)
- COMM 459 - Cultural Effects of Interactive and Online Media (3)
- COMM 462 - Feature Writing (3)
- COMM 474 - Depth Reporting (3)
- COMM 482 - Advanced Communication Workshop (4)
- COMM 488 - Writer's Seminar (3)
- COMM 495 - Internship (1-3 per semester/maximum of 6)

Career Paths
Penn State Harrisburg’s communications program features small classes, a multidisciplinary faculty with real-world professional experience, high-technology laboratories, and an excellent location for media internships.

Careers
This major prepares students for careers in areas such as public relations, journalism, graphic design, advertising, media production, and telecommunications.

MORE INFORMATION (https://harrisburg.psu.edu/humanities/communications/bachelor-humanities-communications)

Opportunities for Graduate Studies
Communications is an interdisciplinary program combining practical, professional instruction with critical and cultural examinations of mass media, including Penn State’s Master of Arts in Communications.

MORE INFORMATION (https://harrisburg.psu.edu/humanities/communications/master-arts-communications)

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