

COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Brandywine, New Kensington

Program Description

With the rapid development of digital technologies over the last decade, the field of communications has seen unprecedented growth and convergence of medium in media both technologically and structurally. The communications degree program addresses strongly articulated employer requirements for the workplace through an integrated program model. The degree provides the basic theoretical foundations of the discipline, allows for appropriate branching outside the traditional curriculum, and permits a drawing from appropriate courses in the disciplines of information sciences and technology, communications, arts and sciences, English, and business.

The degree in communications provides two options for students who wish to develop their written and verbal skills in an effort to gain professional employment in fields such as public relations, publishing, speech writing, video and multimedia, production, and/or journalism.

Corporate Communications Option

Available at the following campuses: Brandywine, New Kensington

In extending traditional organizational communication, strategic communication, and public relations to the digital age, this option prepares students to compete in a global society. The program is also effective as preparation for e-commerce.

Digital Journalism Option

Available at the following campuses: New Kensington

In today's workplace, journalism graduates are required to regularly engage rapidly converging media in their work. This option offers graduates a competitive advantage by complementing traditional options (newspaper, magazine, radio, TV) with convergent course work designed to prepare students for professional journalism in the digital age.

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, speech, 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, corporate communications, digital journalism, film and other media.

You Might Like This Program If...

You are a strong writer, critical thinker, and creative person. This is a dynamic field that has an impact on the world.

Entrance to Major

In order to be eligible for entrance to this major, a student must:

1. attain at least a C (2.00) cumulative grade-point average for all courses taken at the University; and
2. have at least third-semester classification (<https://www.registrar.psu.edu/enrollment/semester-classification.cfm>).

READ SENATE POLICY 37-30: ENTRANCE TO AND CHANGES IN MAJOR PROGRAMS OF STUDY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/37-00-entrance-to-a-college-or-major/>)

Degree Requirements

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

Requirement	Credits
General Education	45
Electives	0-11
Bachelor of Arts Degree Requirements	24
Requirements for the Major	55-56

3-16 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 0-6 credits of GS; 0-6 credits of GH; 0-4 credits GQ courses.

0-12 credits for the Bachelor of Arts Degree Requirements 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>).

Common Requirements for the Major (All Options)

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 160	Basic News Writing Skills	1
COMM 270	Introduction to Multimedia Production	3
COMM 494	Research Project Courses	3
COMM 495	Internship	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 3 credits from Foundations of Mass Media and Society:		3
COMM 100N/ AMST 106N	The Mass Media and Society	
COMM 110	Media and Democracy	
Select 3 credits from Foundations in Media Writing (May double count for writing across the curriculum requirement):		3
COMM 230W	Writing for Media	
COMM 260W	News Writing and Reporting	
Select 3 credits from Foundations in Communication Theory (May double count with general education credits):		3
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	

Select 3 credits from the following in Communications Research Methods/Theory (May not double count with option additional courses requirement):

CAS 204	Communication Research Methods	3
CAS 471	Intercultural Communication Theory and Research	
COMM 304	Mass Communication Research	
COMM 428D	Research & Analytics	

Select 3 credits from Mass Communications Ethics and Public Policy:

COMM 403	Law of Mass Communications	3
COMM 430	Mass Media and Politics	
COMM 458	Media Law and Ethics	

Requirements for the Option

Requirements for the Option: Require a grade of C or better

Select an option 30-31

Requirements for the Option

Corporate Communications Option (30-31 credits)

Available at the following campuses: Brandywine, New Kensington

Code	Title	Credits
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Prescribed Courses

Prescribed Courses: Require a grade of C or better

CAS 252	Business and Professional Communication	3
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Additional Courses¹

Additional Courses: Require a grade of C or better

Select one of the following tracks: 12-13

PR/Marketing Track

COMM 370	Public Relations	
COMM 471	Public Relations Media and Methods	
ECON 102	Introductory Microeconomic Analysis and Policy	
or ECON 104	Introductory Macroeconomic Analysis and Policy	
CC 200	Introduction to Corporate Communication	
or MKTG 220	Introduction to Selling Techniques	
or MKTG 301	Principles of Marketing	

Strategic Communication Track

COMM 428A	Principles of Strategic Communications	
COMM 428C	Strategic Communications in a Global Environment	
COMM 428E	Social Media Strategies	
STAT 200	Elementary Statistics	

Select 15 credits of the following (at least 3 credits must be at the 400 level): 15

CAS 203	Interpersonal Communication	
CAS 206	Mediation and Communication	
CAS 222N/ AYFCE 211N/ CIVCM 211N	Foundations: Civic and Community Engagement	
CAS 271N	Intercultural Communication	
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	
CAS 352	Organizational Communication	
CAS 404	Conflict Resolution and Negotiation	
CAS 426W	Communication Ethics	
CC 200	Introduction to Corporate Communication	

CC 401	Internal Communication	
CC 402	External Communication	
CC 404	Risk and Crisis in Corporate Communication	
CC 405	Strategic Speaking	
CC 406	Social Media in Corporate Communication	
COMM 1	Newspaper Practicum ²	
COMM 2	Newspaper Editorial Staff ²	
COMM 3	Radio Practicum ²	
COMM 118	Introduction to Media Effects	
COMM/ WMNST 205	Gender, Diversity and the Media	
COMM 215	Basic Photography for Communications	
COMM 222N	Social Justice and the Image	
COMM 241	Graphic Design for Communications	
COMM 251	The Nature of Media	
COMM 282	Television Field Production	
COMM/SOC 290N	Cinema and Globalization	
COMM 292	Introduction to Media & Politics	
COMM 297	Special Topics ³	
COMM 299	Foreign Studies ⁴	
COMM 305	Introduction to Critical Studies of Media	
COMM 320	Introduction to Advertising	
COMM 370	Public Relations	
COMM 407A	Media and Government	
COMM 407B	Perspectives on American Journalism	
COMM 407C		
COMM/STS 408	Cultural Foundations of Communications	
COMM 409	News Media Ethics	
COMM 410	International Mass Communications	
COMM 411	Cultural Aspects of the Mass Media	
COMM 412	Sports, Media and Society	
COMM 413W	The Mass Media and the Public	
COMM 428A	Principles of Strategic Communications	
COMM 428C	Strategic Communications in a Global Environment	
COMM 428D	Research & Analytics	
COMM 428E	Social Media Strategies	
COMM 462	Feature Writing	
COMM 468	Graphic Applications in Print Communications	
COMM 471	Public Relations Media and Methods	
COMM 473	Public Relations Campaigns	
COMM 476	Sports Writing	
COMM 478	Sports Information	
COMM 495A	Internship ⁵	
COMM 496	Independent Studies	
ENGL 420	Writing for the Web	
MKTG 301	Principles of Marketing	

¹ Some courses in this category have prerequisites that are not required in the program. Credits applied may not double count with any other major or option requirements. Courses from selected tracks (PR/MARKETING TRACK OR STRATEGIC COMMUNICATION TRACK) may

not double count in this category. Courses may double count toward IL and US requirements.

² Only 3 credits combined maximum or COMM 1, COMM 2, COMM 3 may apply.

³ Only 3 credits maximum of COMM 297 may apply.

⁴ Only 3 additional credits maximum of COMM 299 may apply.

⁵ Only 3 additional credits of COMM 495A may apply.

Digital Journalism Option (30 credits)

Available at the following campuses: New Kensington

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 460W	Reporting Methods	3
Additional Courses ¹		
<i>Additional Courses: Require a grade of C or better</i>		
Select 9 credits in Professional Practices (May not double count with any other major or option requirements.): 9		
COMM 215	Basic Photography for Communications	
COMM 241	Graphic Design for Communications	
COMM 269	Photojournalism	
COMM 282	Television Field Production	
COMM 297	Special Topics	
COMM 462	Feature Writing	
COMM 468	Graphic Applications in Print Communications	
COMM 470A	Convergent Media News Service: Newspaper Production	
ENGL 420	Writing for the Web	
Select 18 credits from the following (at least 3 credits must be at the 400 level): 18		
CAS 203	Interpersonal Communication	
CAS 222N/ AYFCE 211N/ CIVCM 211N	Foundations: Civic and Community Engagement	
CAS 271N	Intercultural Communication	
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	
CAS 404	Conflict Resolution and Negotiation	
COMM 1	Newspaper Practicum ²	
COMM 2	Newspaper Editorial Staff ²	
COMM 3	Radio Practicum ²	
COMM 118	Introduction to Media Effects	
COMM/ WMNST 205	Gender, Diversity and the Media	
COMM 215	Basic Photography for Communications	
COMM 222N	Social Justice and the Image	
COMM 241	Graphic Design for Communications	
COMM 251	The Nature of Media	
COMM 269	Photojournalism	
COMM 282	Television Field Production	
COMM 292	Introduction to Media & Politics	
COMM 297	Special Topics ³	
COMM 299	Foreign Studies ⁴	
COMM 305	Introduction to Critical Studies of Media	

COMM 370	Public Relations
COMM/STS 408	Cultural Foundations of Communications
COMM 409	News Media Ethics
COMM 410	International Mass Communications
COMM 411	Cultural Aspects of the Mass Media
COMM 412	Sports, Media and Society
COMM 413W	The Mass Media and the Public
COMM 428A	Principles of Strategic Communications
COMM 428C	Strategic Communications in a Global Environment
COMM 428D	Research & Analytics
COMM 428E	Social Media Strategies
COMM 462	Feature Writing
COMM 464W	Editorial, Opinion and Commentary Writing
COMM 467	News Editing and Evaluation
COMM 468	Graphic Applications in Print Communications
COMM 470A	Convergent Media News Service: Newspaper Production
COMM 470B	Convergent Media News Service: TV
COMM 470C	Convergent Media News Service: Radio and Online Publications
COMM 471	Public Relations Media and Methods
COMM 476	Sports Writing
COMM 478	Sports Information
COMM 495A	Internship ⁴
COMM 496	Independent Studies
ENGL 420	Writing for the Web

¹ Some courses in this category have prerequisites that are not required in the program. Credits applied may not double count with any other major or option requirements. Courses may double count toward IL and US requirements.

² Only 6 credits combined maximum or COMM 1, COMM 2, COMM 3 may apply.

³ Only 6 credits maximum of COMM 297 may apply.

⁴ Only 3 credits maximum of COMM 299 or COMM 495A may apply.

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.

Program Learning Objectives

Brandywine Campus

- **Speech:** Students will be able to write and deliver an effective speech.
- **Press Release:** Students will be able to write an effective press release.
- **Visual Communication:** Students will be able to create an effective visual communication (website, photography, graphics).
- **Professionalism:** Students will be able to create effective materials as part of their internships, consistent with professional standards and practices
- **Communication Theory:** Students will demonstrate understanding of communication theory by writing an in depth paper on a selected theory.
- **Research:** Students will be able to design and execute an original research project.
- **Intercultural Communication:** Students will demonstrate understanding of intercultural communication by writing a paper on an assigned topic.
- **Teamwork:** Students will work effectively with diverse colleagues as part of their internship.

New Kensington Campus

- Effective oral, written, and visual communication skills.
- Knowledge of and facility with current professional standards and practices.
- Facility with communications theory and research methods as a foundation of critical thinking.
- Knowledge of the roles communications systems and professionals play in shaping local, national, and global communities.

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 needed to plan the chosen program of study, and referrals to other specialized resources.

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

Brandywine

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Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2023-24 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition (*Note: the archive only contains suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin*).

Brandywine Campus

Corporate Communication Option: Communications, B.A. at Brandywine 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

Fall	Credits	Spring	Credits
COMM 100N ^{††}	3	COMM 160 [*]	1
ENGL 15 or 30H [†]	3	CAS 100A ^{*†}	3
PSYCH 100 (or Social and Behavioral Sciences) ^{*†}	3	AMST 105 (or General Education Course) ^{*†}	3
World Language - Elementary	6	World Language - Intermediate	6

General Education Course (GHW)	3	General Education Course (GQ) [†]	1.5
		General Education Course (GQ) [†]	3
		18	17.5

Second Year

Fall	Credits	Spring	Credits
COMM 270 [*]	3	CAS 252 [*]	3
General Education Course (GQ) [†]	3	COMM 282 or 292 (or Corporate Communications Option Additional Major Course) [*]	3
COMM 260W [*]	3	COMM 1	1
CAS 301 ^{*†}	3	PHIL 103 (or General Education Course) ^{*†}	3
STAT 200 (or General Education Course (GQ)) ^{††}	3-4	ENGL 202 (A or B recommended)	3
		General Education Course (GHW)	1.5
		15-16	14.5

Third Year

Fall	Credits	Spring	Credits
MKTG 301W [*]	3	COMM 471 or 292 (or Corporate Communications Option Additional Major Course) [*]	3
COMM 370 [*]	3	BA Other Cultures	3
COMM 2 [*]	2	General Education Course	3
COMM 205 or ENGL 420 (or Corporate Communications Option Additional Major Course) [*]	3	CAS 204 [*]	3
General Education Course	3	COMM 409 or 292 (or Corporate Communications Option Additional Major Course) [*]	3
		14	15

Fourth Year

Fall	Credits	Spring	Credits
COMM 494 [*]	3	COMM 495 [*]	3-6
CAS 404 (or Corporate Communications Option Additional Major Course) [*]	3	Corporate Communications Option Additional Major Course (if needed) or General Education Course or Free Elective [*]	3
General Education Course	3	BA Requirement	3
BA Requirement	3	BA Requirement	3
ECON 102 or 104 (or Any Social or Behavioral Science (GS)) ^{*†}	3	Free Elective	3
CNED 280	1		
		16	15-18

Total Credits 125-129

* Course requires a grade of C or better for the major

† Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

¹ **MATH 21** or higher or satisfactory score on the mathematics placement examination is a prerequisite for MKTG 301, a course required for the major and in the Academic Plan in a later semester.

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (<https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/>).

New Kensington Campus

Digital Journalism Option: Communications, B.A. at New Kensington 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

Fall	Credits Spring	Credits
COMM 100N*	3 COMM 160*	1
ENGL 15 or 30H*	3 CAS 100A‡	3
PSYCH 100 (or General Education Course)*†	3 General Education Course	3
World Language level 1	4 World Language Course level 2	4
General Education Course	3 General Education Course (GQ)‡	3
	16	14

Second Year

Fall	Credits Spring	Credits
COMM 270*	3 COMM 282 or 292 (or Journalism Option Additional Major Course)*	3
World Language level 3	4 COMM 1*	1
General Education Course	3 STAT 200 (or General Education (GQ))‡	4
COMM 260W*	3 ENGL 202A, 202B, 202C, or 202D	3
CAS 303*†	3 BA Other Cultures	3
	General Education Course (GHW)	1.5
	16	15.5

Third Year

Fall	Credits Spring	Credits
ENGL 420 (or Journalism Option Additional Major Course)*	3 COMM 409*	3
COMM 403*	3 COMM 470A*	3
COMM 2*	2 CAS 204*	3
COMM 205 (or Journalism Option Additional Majors Course)*	3 General Education Course	3
General Education Course	3 COMM 460W	3
	14	15

Fourth Year

Fall	Credits Spring	Credits
COMM 494*	3 COMM 495	3
General Education Course	3 Journalism Option Additional Major Course or General Education Course or Free Elective	3
CC 406*	3 BA Requirement	3

BA Requirement	3 BA Requirement	3
General Education Course	3 Free Elective	3
	15	15

Total Credits 120.5

- * Course requires a grade of C or better for the major
- ‡ Course requires a grade of C or better for General Education
- # Course is an Entrance to Major requirement
- † Course satisfies General Education and degree requirement

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (<https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/>).

Corporate Communications Option: Communications, B.A. at New Kensington 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

Fall	Credits	Spring	Credits
COMM 100N ^{**†}	3	COMM 160 [*]	1
ENGL 15 or 30H [‡]	3	CAS 100A ^{**†}	3
PSYCH 100 (or Social and Behavioral Sciences) ^{**†}	3	World Language level 2	4
World Language level 1	4	General Education Course	3
General Education Course	3	General Education Course (GHW)	1.5
		General Education Course (GQ) [‡]	3
	16		15.5

Second Year

Fall	Credits	Spring	Credits
COMM 270 [*]	3	ENGL 202A, 202B, 202C, or 202D	3
World Language level 3	4	COMM 282 or 292 (or Corporate Communications Option Additional Major Course) [*]	3
General Education Course	3	COMM 1	1
COMM 260W [*]	3	STAT 200 (or General Education Course (GQ)) ^{‡†}	4
CAS 303 ^{**†}	3	ECON 102 ^{**†}	3
		CC 200	3
	16		17

Third Year

Fall	Credits	Spring	Credits
COMM 2 [*]	2	CAS 252 [*]	3
COMM 403 [*]	3	COMM 471 [*]	3
COMM 370 [*]	3	Corporate Communications Option Additional Majors Course [*]	3
General Education Course	3	BA Other Cultures	3
General Education Course (GHW) [*]	3	CAS 204 [*]	3
	14		15

Fourth Year

Fall	Credits	Spring	Credits
COMM 494 [*]	3	COMM 495 [*]	3
COMM 205 (or Corporate Communications Option Additional Majors Course) [*]	3	Corporate Communications Option Additional Majors Course (if needed) or General Education Course or Free Elective [*]	3
CC 406	3	BA Requirement	3

General Education Course	3	BA Requirement	3
BA Requirement	3	Free Elective	3
General Education Course	3		
	18		15

Total Credits 126.5

* Course requires a grade of C or better for the major

‡ Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures.

See your adviser and the full list of courses approved as Other Cultures courses (<https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/>).

Career Paths

With the rapid development of digital technologies over the last decade, the field of communications has seen unprecedented growth and convergence in media, both technologically and structurally. The degree in communications provides two options for you to develop written, verbal, and visual skills in an effort to gain professional employment in fields such as social media, public relations, corporate communications, publishing, video and multimedia production, and/or digital journalism.

Careers

- **Corporate Communications Option:** In extending traditional organizational communication, strategic communication, and public relations to the digital age, this option prepares you to compete in a global society. Graduates work in corporate communications, social media, public relations/marketing, sales, non-profit development, and human resources, among other fields.

- **Digital Journalism Option:** In today's workplace, journalism graduates are required to regularly engage rapidly converging media in their work. This option offers graduates a competitive advantage by complementing traditional options (newspaper, magazine, radio, TV) with convergent course work designed to prepare you for professional journalism in the digital age.

Opportunities for Graduate Studies

Communications students may pursue graduate studies in communications, journalism, media writing, social media, public administration, and business. Related fields include law, integrated marketing, and health communications.

Internships

All Communications majors are required to complete an internship as part of their degree requirements. Students are encouraged to seek internship experiences that will help them pursue their professional and personal goals. Our students have completed internships at hundreds of different sites across Pennsylvania and the region, ranging from local television and radio stations to the corporate offices of Disney, Aflac, Hasbro, UPMC, and Comcast, to name just a few.

Professional Resources

- Penn State Beaver Student Newspaper (The Roar) (<https://beaver.psu.edu/student-life/activities/clubs/the-roar/>)
- Penn State Greater Allegheny Student Radio (WMKP Radio) (<https://sites.psu.edu/wmkp/>)
- Penn State Greater Allegheny Student Newspaper (The GA-ZETTE) (<https://sites.psu.edu/gazette/>)
- Penn State New Kensington Student Newspaper (The Nittany Pride) (<https://nittanypride.wordpress.com>)

Contact

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<https://www.brandywine.psu.edu/academics/bachelors-degrees/communications> (<https://www.brandywine.psu.edu/academics/bachelors-degrees/communications/>)

New Kensington

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<https://newkensington.psu.edu/academics/4-year-communications> (<https://newkensington.psu.edu/academics/4-year-communications/>)