Communciations Minor (Altoona)

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description
The Communications minor provides students an academic program of media studies that introduces them to approaches used to understand the mass media. These include aesthetic, cultural, humanistic, social-behavioral, and legal approaches. Students in the minor will have an opportunity to examine the theory and principles of communications systems and processes as well as learn in the advanced courses the research methods used for their systematic analysis. The minor emphasizes the liberal arts core of the Communications program and will equip students with well-developed language and analytical skills.

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.

MORE INFORMATION (http://altoona.psu.edu/academics/minor-programs/communications)

You Might Like This Program If...
• You want the experience, knowledge, and skills you need to become a versatile media practitioner.
• You are interested in a career in journalism, media, public relations, advertising, or marketing.
• You would like to gain practical experience and build a portfolio of work in a state-of-art production facility.

Program Requirements

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<tr>
<th>Requirement</th>
<th>Credits</th>
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<td>Requirements for the Minor</td>
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Requirements for the Minor
A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Prescribed Courses</td>
<td>Require a grade of C or better</td>
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<tr>
<td>COMM 100</td>
<td>The Mass Media and Society</td>
<td>3</td>
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<td>COMM 150</td>
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<tr>
<td>Additional Courses</td>
<td>Require a grade of C or better</td>
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Select 12 credits (at least 6 credits at the 400 level) of the following: 12

- COMM 180 Survey of Electronic Media and Telecommunications
- COMM 205 Gender, Diversity and the Media
- COMM 250 Film History and Theory
- COMM 261 The Literature of Journalism
- COMM 320 Introduction to Advertising
- COMM 370 Public Relations
- COMM 401 Mass Media in History
- COMM 403 Law of Mass Communications
- COMM 408 Cultural Foundations of Communications
- COMM 409 News Media Ethics
- COMM 411 Cultural Aspects of the Mass Media
- COMM 413W The Mass Media and the Public

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)

Altoona
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Career Paths
The minor emphasizes the liberal arts core of the Communications program and will equip students with well-developed language and analytical skills.

Contact
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http://altoona.psu.edu/academics/bachelors-degrees/communications/request-information