

COMMUNICATIONS, 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 with an introduction to the tools needed to function as a professional communicator, as well as a basic understanding of communication processes and theory. Students seeking careers in fields such as public administration, business, criminal justice, law, information technology, and the medical, social and behavioral professions will find this minor provides instruction in a valuable additional knowledge and skill area important in today's information society. 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, 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.

MORE INFORMATION ABOUT COMMUNICATIONS (<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.