

# COMMUNICATION ARTS AND MASS MEDIA, MINOR

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 CASCM minor offers students the opportunity to balance a liberal arts foundation and orientation to communication with the media and production theory and skills necessary for supplementing career fields requiring effective oral, written and media production skills. This minor would complement majors in management, marketing, education, sales, training and development, government, human resources, and development.

## What is Communication Arts and Mass Media?

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 recognize that having enhanced oral and written communications skills will benefit you professionally regardless of your major discipline.
- You want to build your digital-media production skills.
- You'd like to add a liberal arts balance to a business or technical major.

## Entrance to Minor

Students must apply for entrance to the minor after achieving fifth semester classification. This minor is not available to students enrolled in any of the majors in the College of Communications or any other communication major including: CAS, CASBL, CASCC, CCBA, CCCC, COMAL, COMBA, COMCC, or COMCL.

## Program Requirements

Requirement	Credits
Requirements for the Minor	18

### 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 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10>). In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
<b>Additional Courses</b>		
<i>Additional Courses: Require a grade of C or better</i>		
Select one of the following:		3
COMM 100N	The Mass Media and Society	
COMM 110	Media and Democracy	
COMM 118	Introduction to Media Effects	
COMM 150N	The Art of the Cinema	
COMM 251	The Nature of Media	
Select one of the following:		3
CAS 101N	Introduction to Human Communication	
CAS 252	Business and Professional Communication	
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	
<b>Supporting Courses and Related Areas</b>		
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 6 select credits from any CAS or COMM 200-300 level courses		6
Select 6 credits from any CAS or COMM 400-level courses		6

## 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/>)

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## Career Paths

The minor in Communication Arts and Mass Media can be pursued by students in most Penn State Behrend degree programs. The minor will help you to become a more skilled and critical creator and consumer of communications. Penn State Behrend has a comprehensive support

system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

## Careers

A minor in Communication Arts and Mass Media will be a plus in any career field that requires facility with written and oral communications and presentation prowess, including education, political science, psychology, economics, accounting, and marketing.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A MINOR IN COMMUNICATION ARTS AND MASS MEDIA (<http://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs-1/minors/communication-arts-and-mass-media-minor/>)

## Opportunities for Graduate Studies

A minor in the liberal arts, particularly when added to a major program outside of the liberal arts, demonstrates to graduate school admissions committees your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<http://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs-1/minors/communication-arts-and-mass-media-minor/>)

## Contact

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