

MEDIA AND COMMUNICATION, B.A.

Begin Campus: Any Penn State Campus

End Campus: Erie

Career Paths

The B.A. in Media and Communication prepares you for careers in corporate communication, print and broadcast journalism, social media management, advertising, public relations, and media production. You'll practice your craft by writing, editing, or serving as a photographer for The Behrend Beacon newspaper, or writing, producing, or hosting a show on BVZ Radio or PSB-TV. 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

Because it is a diverse and practical field of study, Penn State Behrend Communication alumni pursue a wide variety of careers. Our graduates include public relations directors, account executives, marketing managers, teachers, broadcasters, writers, journalists, pastors, coaches, professional videographers and photographers, and sports information directors.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE MEDIA AND COMMUNICATION PROGRAM (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/communication/>)

Opportunities for Graduate Studies

A B.A. in Media and Communication can be the starting point for graduate-level education in more specialized fields, including journalism, fine-art photography or photojournalism, integrated marketing communication, strategic communications, digital media, communication or media studies, and education at the elementary, secondary, and post-secondary level.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/communication/>)

Professional Resources

- American Communications Association (<https://www.americancomm.org/>)
- Association for Women in Communications (<https://womcom.org>)
- International Association of Business Communicators (<https://www.iabc.com/>)
- Public Relations Society of America (<https://www.prsa.org/>)
- Society of Professional Journalists (<https://www.spj.org/>)