

MEDIA AND COMMUNICATION, B.A.

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Learning Objectives

- **Critical Thinking Skills:** The student will connect communication theory and research methods through effective critical thinking skills.
- **Cultural Competence:** The student will demonstrate culturally competent communication skills and understanding of the role communications systems play in shaping local, national and global citizens and communities.
- **Oral, Written, Visual Communication Skills:** The student will develop strong oral, written, and visual skills.
- **Problem-Solving Skills:** The student will demonstrate advanced creative, analytical, and problem-solving skills in their academic and professional lives.
- **Professional Skills:** The student will generate a body of work that shows career readiness, professional skills, and discipline knowledge.
- **Professional Standards and Ethical Practices:** The student will use professional standards and ethical practices in applied experiences.