## Strategic Communications, B.A.

**Begin Campus:** World Campus  
**End Campus:** World Campus  

### Degree Requirements

For the Bachelor of Arts degree in Strategic Communications, a minimum of 120 credits is required:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>29</td>
</tr>
<tr>
<td>Bachelor of Arts Degree Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>35</td>
</tr>
</tbody>
</table>

10 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GS courses; 4 credits of GQ courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if world language proficiency is demonstrated by examination.

### Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Prescribed Courses: Require a grade of C or better</strong></td>
<td></td>
</tr>
<tr>
<td>COMM 160</td>
<td>Basic News Writing Skills</td>
<td>1</td>
</tr>
<tr>
<td>COMM 230</td>
<td>Writing for Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 428A</td>
<td>Principles of Strategic Communications</td>
<td>3</td>
</tr>
<tr>
<td>COMM 428B</td>
<td>Strategic Communications Law</td>
<td>3</td>
</tr>
<tr>
<td>COMM 428C</td>
<td>Strategic Communications in a Global Environment</td>
<td>3</td>
</tr>
<tr>
<td>COMM 428D</td>
<td>Research &amp; Analytics</td>
<td>3</td>
</tr>
<tr>
<td>COMM 428E</td>
<td>Social Media Strategies</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>PSYCH 100</td>
<td>Introductory Psychology</td>
<td>3</td>
</tr>
<tr>
<td>STAT 200</td>
<td>Elementary Statistics</td>
<td>4</td>
</tr>
</tbody>
</table>

### Additional Courses

Select 3 credits from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC 401</td>
<td>Internal Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 402</td>
<td>External Communication</td>
<td></td>
</tr>
<tr>
<td>CC 490W</td>
<td>Seminar in Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 403</td>
<td>Law of Mass Communications</td>
<td></td>
</tr>
<tr>
<td>COMM 405</td>
<td>Political Economy of Communications</td>
<td></td>
</tr>
</tbody>
</table>

### Supporting Courses and Related Areas

**Supporting Courses and Related Areas: Require a grade of C or better**

Select 3 credits of COMM courses (other than COMM 100 or COMM 120)

### General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

**Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)**

- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

**Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)**

- Arts (GA): 3 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 3 credits
- Social and Behavioral Sciences (GS): 3 credits
- Natural Sciences (GN): 3 credits

### Integrative Studies

**Inter-Domain Courses (Inter-Domain):** 6 credits

### Exploration

- GN, may be completed with Inter-Domain courses: 3 credits
- GA, GH, GN, GS, Inter-Domain courses. This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student’s degree program, whichever is higher: 6 credits

### University Degree Requirements

#### First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

### Certificate in Strategic Communications

1. **For Undergraduate Students:**

   - **82-00 and 83-00 Degree Requirements:**
     - **Senate Policy 82-44:**
       - Course designated by the major as a C-required course, as specified by a student enrolled in the major must earn at least a C grade in each course.
       - A grade of C or better is required for all courses in the major.
       - To graduate, requirements for the major, general education, and electives may include credits for Bachelor of Arts Degree Requirements.

   - **Degree Requirements:**
     - 10 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GS courses; 4 credits of GQ courses.
     - 3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if world language proficiency is demonstrated by examination.

   - **Requirements for the Major:**
     - A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44.

   - **Prescribed Courses:**
     - Basic News Writing Skills (COMM 160)
     - Writing for Media (COMM 230)
     - Principles of Strategic Communications (COMM 428A)
     - Strategic Communications Law (COMM 428B)
     - Strategic Communications in a Global Environment (COMM 428C)
     - Research & Analytics (COMM 428D)
     - Social Media Strategies (COMM 428E)
     - Introductory Microeconomic Analysis and Policy (ECON 102)
     - Introductory Psychology (PSYCH 100)
     - Elementary Statistics (STAT 200)

   - **Additional Courses:**
     - Select 3 credits from the following:
       - Internal Communication (CC 401)
       - External Communication (CC 402)
       - Seminar in Corporate Communication (CC 490W)
       - Law of Mass Communications (COMM 403)
       - Political Economy of Communications (COMM 405)

   - **Supporting Courses and Related Areas:**
     - Select 3 credits of COMM courses (other than COMM 100 or COMM 120)

   - **General Education:**
     - Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts.

   - **Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)**
     - Quantification (GQ): 6 credits
     - Writing and Speaking (GWS): 9 credits

   - **Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)**
     - Arts (GA): 3 credits
     - Health and Wellness (GHW): 3 credits
     - Humanities (GH): 3 credits
     - Social and Behavioral Sciences (GS): 3 credits
     - Natural Sciences (GN): 3 credits

   - **Integrative Studies:**
     - Inter-Domain Courses (Inter-Domain): 6 credits

   - **Exploration:**
     - GN, may be completed with Inter-Domain courses: 3 credits
     - GA, GH, GN, GS, Inter-Domain courses. This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student’s degree program, whichever is higher: 6 credits

   - **University Degree Requirements**
     - **First Year Engagement:**
       - All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

       Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.
First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement
6 credits are required and may satisfy other requirements
- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum
3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits
A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work
Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition
The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80)). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements
World Language (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student’s primary major; world language credits in this category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

World Cultures (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the University Cultural Diversity (US/IL) requirement.