

TELECOMMUNICATIONS AND MEDIA INDUSTRIES, B.A.

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Description

The Telecommunications and Media Industries program seeks to prepare informed, responsible professionals for leadership roles in the telecommunications and media industries. The program stresses the production and distribution of content and services in the digital communication, entertainment and information industries, such as radio, television, broadband, video games, social media, mobile telecommunications and the Internet, as well as the social, cultural and economic impact of these industries.

After acquiring a strong foundation in telecommunications technologies, management and societal impacts, students choose an emphasis in programming and production; management and entrepreneurship; or law and policy.

Graduates go on to careers at local radio and television stations; broadcast, cable and satellite networks; social media; Internet content and service providers; wired and wireless telephone companies; and other related media and entertainment industries. The major emphasizes the business and legal parameters of telecommunications, making it an excellent preparation for law school or graduate school and careers in government policy and the entertainment field.

What is Telecommunications and Media Industries?

Telecommunications and Media Industries is the array of electronic media industries that make up the global communications ecosystem. This comprises radio, television, telephones and the internet. Telecommunications includes traditional broadcast, cable, satellite and telephone companies, such as radio and TV stations and networks and music and film companies, as well as internet businesses involved in audio and video production, video games, social media, the Internet of Things, and more. This includes internet service providers, cloud computing, mobile telephones, and more. Students learn current industry practices and essential technological, economic, and legal concepts to develop the skills necessary to become successful leaders in all forms of electronic media and related industries throughout the world.

You Might Like This Program If...

- You are creative and like to produce audio or video content.
- You're entrepreneurial and imaginative and want to develop new products.
- You're analytical and imaginative and want to discover new insights into how people use media technologies.
- You're outgoing and like to travel and want to help businesses grow.
- You like sports or entertainment, or have strong technical or policy interests and are interested in shaping the future of the Internet.

MORE INFORMATION ABOUT TELECOMMUNICATIONS AND MEDIA INDUSTRIES (<https://www.bellisario.psu.edu/departments/telecommunications/>)

Entrance to Major

In order to be eligible for entrance to this major, a student must:

1. attain at least a C (2.00) cumulative grade-point average for all courses taken at the University; and
2. have at least third-semester classification (<https://www.registrar.psu.edu/enrollment/semester-classification.cfm>).

READ SENATE POLICY 37-30: ENTRANCE TO AND CHANGES IN MAJOR PROGRAMS OF STUDY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/37-00-entrance-to-a-college-or-major/>)

Degree Requirements

For the Bachelor of Arts degree in Telecommunications and Media Industries, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	20
Bachelor of Arts Degree Requirements	24
Requirements for the Major	34-35

3-4 of the 45 credits for General Education are included in the Requirements for the Major. This includes 0-3 credits of GS courses or 0-4 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/>).

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 160	Basic News Writing Skills	1
COMM 180	Survey of Electronic Media and Telecommunications	3
COMM 280	Introduction to Telecommunications Technologies	3
COMM 380	Telecommunications Management	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 3-4 credits from the following:		3-4
ECON 102	Introductory Microeconomic Analysis and Policy	
ECON 14	Principles of Economics	
SCM 200	Introduction to Statistics for Business	
STAT 200	Elementary Statistics	
Select 3 credits of capstone from the following:		3
COMM 486W	Telecommunications Ethics	
COMM 487W	Advanced Telecommunications Management and Leadership	

COMM 489W	Advanced Telecommunications Topics	
Select 3 credits in law courses from the following: ¹		3
COMM 403	Law of Mass Communications	
COMM 403H	Law of Mass Communications	
COMM 404	Telecommunications Law	
COMM 492	Internet Law and Policy	
Select 12 credits from the following: ¹		12
COMM 170	Introduction to the Sports Industry	
COMM 190/ GAME 140	Gaming and Interactive Media	
COMM 282	Television Field Production	
COMM 283	Television Studio Production	
COMM/IST 310	Digital Media Metrics	
COMM 374	Audio Production	
COMM 383	Advanced Video Production	
COMM 384	Telecommunications Promotion and Sales	
COMM 385	Media Programming Strategies	
COMM 386	Telecommunications History	
COMM 388	Production Management	
COMM 479	Telecommunication Economics	
COMM 482	Brand Storytelling	
COMM 483	Telecommunications Product Development	
COMM 484	Emerging Telecommunications Technologies	
COMM 484A	Wireless Devices and Global Markets	
COMM 491	International Telecommunications	
COMM 491A	International Telecommunications - Travel	
COMM 493	Entrepreneurship in the Information Age	
COMM 495	Internship (3 credits)	

Supporting Courses and Related Areas

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

Select 3 credits in social aspects of communication from the following:		3
COMM 110	Media and Democracy	
COMM 118	Introduction to Media Effects	
COMM/ WMNST 205	Gender, Diversity and the Media	
COMM 304	Research Literacy and Media	
COMM 305	Introduction to Critical Studies of Media	
COMM 405	Political Economy of Communications	
COMM 409	News Media Ethics	
COMM 410	Global Media, Culture, and Society	
COMM 412	Sports, Media and Society	
COMM 413W	Media, Politics, and Civic Life	
COMM 417	Ethics and Regulation in Advertising and Public Relations	
COMM 418	Media Effects: Theory and Research	
COMM 419	Comparative National Media in a Global Context	
COMM 419H	Comparative National Media in a Global Context	
COMM 496	Independent Studies (1-3 credits)	

¹ Law courses beyond the required 3 credits can count against the 12 credits of additional courses.

Students must take at least 9 credits of 400-level courses from the additional or supporting course lists.

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.

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/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). 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.

Learning Outcomes

Professional Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications requires that graduates of accredited programs be aware of certain core values and competencies and be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;

- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

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/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

University Park

Bellisario College Academic Advising

204 Carnegie Building
University Park, PA 16802
814-865-1503
commadvisor@psu.edu

<https://www.bellisario.psu.edu/current/advising> (<https://www.bellisario.psu.edu/current/advising/>)

Suggested Academic Plan

Telecommunications and Media Industries, B.A. at University Park Campus and Commonwealth Campuses

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If**

report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

Fall	Credits Spring	Credits
COMM 160*	1 Social Aspects of Communication Course* ²	3
COMM 180* ¹	3 General Education Course (GN)	3
ENGL 15 (GWS) [‡]	3 General Education Course (GH)	3
General Education Course (GN)	3 General Education Course (Inter-Domain)	3
World Language Level 1	4 World Language Level 2	4
PSU 9	1	
	15	16

Second Year

Fall	Credits Spring	Credits
COMM 280* ³	3 ECON 102 or STAT 200* [†]	3-4
General Education Course (GQ) [‡]	3 General Education Course (Exploration)	3
General Education Course (Exploration)	3 General Education Course (Inter-Domain)	3
BA World Cultures	3 BA Knowledge Domain	3
World Language Level 3	4 BA Knowledge Domain	3
	16	15-16

Third Year

Fall	Credits Spring	Credits
COMM 380*	3 COMM 403, 404, or 492 (Law Course)*	3
Professional Course*	3 CAS 100A, 100B, or 100C (GWS) [‡]	3
General Education Course (GQ) [‡] if ECON 102 is taken 4th semester, OR General Education Course (GS) if STAT 200 is taken 4th semester.	3 Professional Course*	3
BA Knowledge Domain	3 US Cultures	3
IL Cultures	3 Elective	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
COMM 486W, 487W, or 489W (Capstone Course)*	3 Professional Course*	3
ENGL 202A, 202B, 202C, or 202D (GWS) [‡]	3 General Education Course (GHW)	3
Professional Course*	3 Elective	3
General Education Course (GA)	3 Elective	3
Elective	3 Elective (if ECON 102 taken instead of STAT 200)	1
	15	13

Total Credits 120-121

* Course requires a grade of C or better for the major

‡ Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

¹ Students studying at any of the commonwealth campuses that do not offer COMM 180 will take that course in the fifth semester at University Park.

² Students studying at any of the commonwealth campuses that do not offer any social aspects courses will take that course in the seventh or eighth semester at University Park.

³ Students studying at any of the commonwealth campuses that do not offer COMM 280 will take that course in the fifth or sixth semester at University Park.

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and satisfy a portion of that General Education requirement. If the student's program prescribes GWS these courses will replace both ENGL 15/ENGL 30H and CAS 100A/CAS 100B/CAS 100C. Each course is 3 credits.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in World Cultures. See your adviser and the full list of courses approved as World Cultures courses (<https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-world-cultures/>).

Career Paths

A Telecommunications and Media Industries degree prepares students for career success with a valuable mix of hands-on technical experience and leadership development skills. Students can pursue careers in television, radio and other forms of content production, audience research and programming, marketing and sales, product and app development, or legal and policy issues. Graduates go on to work at

major television networks, production companies, sports leagues, social media companies, internet and telephone companies, industry associations, government agencies and public advocacy groups both in the United States and in many other countries around the world.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE TELECOMMUNICATIONS AND MEDIA INDUSTRIES PROGRAM (<https://www.bellisario.psu.edu/departments/telecommunications/>)

Opportunities for Graduate Studies

The telecommunications and media industries program is excellent preparation for law school or graduate school. The curriculum includes a heavy emphasis on legal and policy issues including free speech, privacy, intellectual property, technology law and entertainment law, providing a solid foundation for law school. The program also covers important economic and business concepts related to the media and technology industries, including issues related to diversity, ethics and globalization. This provides a solid grounding in research and analysis for graduate school.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://www.bellisario.psu.edu/graduate/>)

Accreditation

All majors in the Bellisario College of Communications are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

The Donald P. Bellisario College of Communications is evaluated regularly by the Accrediting Council on Education in Journalism and Mass Communications, and the Bellisario College has consistently met the high standards of the organization that is dedicated to excellence in professional education in journalism and mass communications. For undergraduate students, accreditation most practically means that upper-level professional classes in each major will be conducted in rooms with 20 or fewer students.

MORE INFORMATION ABOUT THE ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS (<https://www.aejmc.org>)

Contact

University Park

DEPARTMENT OF TELECOMMUNICATIONS AND MEDIA INDUSTRIES
11 Carnegie Building
University Park, PA 16802
814-863-6416
kpj1@psu.edu

<https://www.bellisario.psu.edu/departments/telecommunications>
(<https://www.bellisario.psu.edu/departments/telecommunications/>)