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/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:

<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>20</td>
</tr>
<tr>
<td>Bachelor of Arts Degree Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>34-35</td>
</tr>
</tbody>
</table>

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/).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 160</td>
<td>Basic News Writing Skills</td>
<td>1</td>
</tr>
<tr>
<td>COMM 180</td>
<td>Survey of Electronic Media and Telecommunications</td>
<td>3</td>
</tr>
<tr>
<td>COMM 280</td>
<td>Introduction to Telecommunications Technologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 380</td>
<td>Telecommunications Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

Additional Courses: Require a grade of C or better

Select 3-4 credits from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3-4</td>
</tr>
<tr>
<td>ECON 14</td>
<td>Principles of Economics</td>
<td></td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td></td>
</tr>
<tr>
<td>STAT 200</td>
<td>Elementary Statistics</td>
<td></td>
</tr>
</tbody>
</table>

Select 3 credits of capstone from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 486W</td>
<td>Telecommunications Ethics</td>
<td></td>
</tr>
<tr>
<td>COMM 487W</td>
<td>Advanced Telecommunications Management and Leadership</td>
<td></td>
</tr>
</tbody>
</table>
COMM 489W Advanced Telecommunications Topics

Select 3 credits in law courses from the following:  

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:  

COMM 170 Introduction to the Sports Industry
COMM 282 Television Field Production
COMM 283 Television Studio Production
COMM/ISTBACHELOR OF ARTS DEGREE REQUIREMENTS190/GAME 140
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 Wireless Communications Industry
COMM 484 Emerging Telecommunications Technologies
COMM 484A Wireless Devices and Global Markets
COMM 491
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:  

COMM 110 Media and Democracy
COMM 118 Introduction to Media Effects
COMM/WMNSTBACHELOR OF ARTS DEGREE REQUIREMENTS205
COMM 304 Mass Communication Research
COMM 305 Introduction to Critical Studies of Media
COMM 405 Political Economy of Communications
COMM 409 News Media Ethics
COMM 410 International Mass Communications
COMM 412 Sports, Media and Society
COMM 413W The Mass Media and the Public

COMM 417 Ethics and Regulation in Advertising and Public Relations
COMM 418 Media Effects: Theory and Research
COMM 419 World Media Systems
COMM 419H World Media Systems
COMM 496 Independent Studies (1-3 credits)

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/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.

**Learning Outcomes**

**Professional Values and Competencies**
Individual professions in journalism and mass communication may require certain specialized values and competencies. Irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

1. understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and assemble and to petition for redress of grievances;
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
5. understand concepts and apply theories in the use and presentation of images and information;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. think critically, creatively and independently;
8. conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. apply basic numerical and statistical concepts;
12. apply basic 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
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

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 160*</td>
<td>1</td>
<td>Social Aspects of Communication Course*2</td>
<td>3</td>
</tr>
<tr>
<td>COMM 180*</td>
<td>3</td>
<td>General Education Course (GN)</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 15 (GWS)‡</td>
<td>3</td>
<td>General Education Course (GQ)‡</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (GN)</td>
<td>3</td>
<td>General Education Course (GH)</td>
<td>3</td>
</tr>
<tr>
<td>World Language Level 1</td>
<td>4</td>
<td>World Language Level 2</td>
<td>4</td>
</tr>
<tr>
<td>PSU 9</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15</td>
<td></td>
<td>16</td>
</tr>
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</table>

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 102 or STAT 200†</td>
<td>3</td>
<td>4 COMM 280*3</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (Exploration)</td>
<td>3</td>
<td>General Education Course (Exploration)</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (Inter-Domain)</td>
<td>3</td>
<td>General Education Course (Inter-Domain)</td>
<td>3</td>
</tr>
<tr>
<td>BA World Cultures</td>
<td>3</td>
<td>BA Knowledge Domain</td>
<td>3</td>
</tr>
<tr>
<td>World Language Level 3</td>
<td>4</td>
<td>BA Knowledge Domain</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>16-17</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 380*</td>
<td>3</td>
<td>COMM 403, 404, or 492 (Law Course)*</td>
<td>3</td>
</tr>
<tr>
<td>Professional Course*</td>
<td>3</td>
<td>CAS 100A, 100B, or 100C (GWS)‡</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (GQ)‡ if ECON 102 is taken 3rd semester, OR General Education Course (GS) if STAT 200 is taken 3rd semester.</td>
<td>3</td>
<td>Professional Course*</td>
<td>3</td>
</tr>
</tbody>
</table>

| BA Knowledge Domain | 3       | US Cultures                                 | 3       |
| IL Cultures         | 3       | Elective                                    | 3       |
|                     | 15      |                                             | 15      |

Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 486W, 487W, or 489W (Capstone Course)*</td>
<td>3</td>
<td>Professional Course*</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

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<thead>
<tr>
<th>Total Credits 120-121</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>* Course requires a grade of C or better for the major</td>
</tr>
<tr>
<td>† Course requires a grade of C or better for General Education</td>
</tr>
<tr>
<td># Course is an Entrance to Major requirement</td>
</tr>
<tr>
<td>‡ Course satisfies General Education and degree requirement</td>
</tr>
</tbody>
</table>

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/)