

# TELECOMMUNICATIONS AND MEDIA INDUSTRIES, B.A.

**Begin Campus:** Any Penn State Campus

**End Campus:** University Park

## 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 foreign language proficiency is demonstrated by examination.**

Students must select at least 72 credits in courses outside the Bellisario College of Communications, including at least 65 in the liberal arts and sciences.

## 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 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

| Code  | Title   | Credits |
|---|---|---------|
| <b>Prescribed Courses</b>                                     |   |         |
| <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       |
| <b>Additional Courses</b>                                     |   |         |
| <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: <sup>1</sup> |   | 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: <sup>1</sup> |  | 3  |
| COMM 403H  | Law of Mass Communications                     |    |
| COMM 404   | Telecommunications Law                         |    |
| COMM 492   | Internet Law and Policy                        |    |
| Select 12 credits from the following: <sup>1</sup>               |  | 12 |
| COMM 170   | Introduction to the Sports Industry            |    |
| COMM 190/<br>GAME 140  | Gaming and Interactive Media                   |    |
| COMM 282   | Television Field Production                    |    |
| COMM 283   | Television Studio Production                   |    |
| COMM 305   | Introduction to Critical Studies of Media      |    |
| COMM/IST<br>310  | Digital Media Metrics                          |    |
| COMM 374   | Audio Production                               |    |
| COMM 383   | Advanced Video Production                      |    |
| COMM 383A  | Webcast Production                             |    |
| COMM 384   | Telecommunications Promotion and Sales         |    |
| COMM 385   | Media Programming Strategies                   |    |
| COMM 386   | Telecommunications History                     |    |
| COMM 388   | Production Management                          |    |
| COMM 410   | International Mass Communications <sup>2</sup> |    |
| COMM 419   | World Media Systems <sup>2</sup>               |    |
| COMM 419H  | World Media Systems                            |    |
| 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 490   | Issues in Electronic Commerce                  |    |
| COMM 491   | International Telecommunications               |    |
| 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/<br>WMNST 205  | Gender, Diversity and the Media                           |   |
| 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 <sup>2</sup>            |   |
| 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 <sup>2</sup>

COMM 496 Independent Studies (1-3 credits)

<sup>1</sup> Students must meet with a faculty adviser to approve their course selections.

<sup>2</sup> COMM 410 and COMM 419 cannot double count as additional courses and supporting 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.)

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

### Knowledge Domains

- **Arts (GA):** 6 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 6 credits
- **Social and Behavioral Sciences (GS):** 6 credits
- **Natural Sciences (GN):** 9 credits

### Integrative Studies (may also complete a Knowledge Domain requirement)

- **Inter-Domain or Approved Linked Courses:** 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 (<http://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

**Foreign Language** (0-12 credits): Student must attain 12th credit level of proficiency in one foreign language. See the Placement Policy for Penn State Foreign 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, Foreign Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; foreign language credits in this category must be in a second foreign language or beyond the 12th credit level of proficiency in the first language)

**Other 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 General Education US/IL requirement.