COMMUNICATIONS, B.A. (CAPITAL)

Begin Campus: Any Penn State Campus
End Campus: Harrisburg

Program Learning Objectives

• **Communications Theory:** Students will recall Communications theory and theorists.

• **Creativity:** Students will assess the Communication situation and create original written documents, images, sound, or graphics accordingly.

• **Practical Knowledge:** Students will construct media projects using a variety of visual, audio and Web technologies.

• **Professional Ethics:** Students will develop the professional, ethical and social responsibilities of the media professions.

• **Research Methods:** Students will analyze media using Communications theory and methods in their own research and writing.