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.