COMMUNICATION ARTS AND SCIENCES, B.A. (LIBERAL ARTS)

Begin Campus: Any Penn State Campus
End Campus: University Park

Program Description
This major helps students better understand and analyze how people communicate in order to influence others and impact the world around them. The ability to communicate effectively in personal, social, professional, and multicultural situations is an essential skill in modern society. Discovering how to improve practices of communication in any of those situations—whether from a humanistic or scientific perspective—is equally vital. Students of Communication Arts and Sciences will therefore learn to argue persuasively, think critically, solve problems collaboratively, understand and manage conflict, influence people ethically, form and keep relationships, and participate constructively in civic life. The flexibility of this program offers preparation for a variety of careers, which include administration, business, health, higher education, human resources, law, public service, social or political advocacy, and more. Such flexibility is illustrated in the fact that this degree offers two different options for completion based on varying instructional and student needs (the Communication Studies option and the Foundations, Scholarship, and Practice option). For these reasons, majoring in Communication Arts and Sciences also offers an excellent concurrent degree program: a substantive understanding of human communication—which is valuable in numerous forms of personal, social, or professional life—can significantly enhance students’ preparation in many fields of study.

Two degree options are available for the Communication Arts and Sciences B.A. in order to provide flexibility based on student and faculty needs at different campuses where the degree is offered:

Communication Studies Option
Available at the following campuses: Berks, Brandywine

The B.A. in Communication Arts and Sciences (Communication Studies) provides increased knowledge and skill concerning the practice of human communication across an array of interpersonal, organizational, social, and cultural contexts. Students pursuing the B.A. in this degree option will learn to argue persuasively, think critically, solve problems collaboratively, understand and manage conflict, influence people ethically, form and keep relationships, and participate constructively in civic life. The flexibility of this program offers preparation for a variety of careers, which include administration, business, health, higher education, human resources, law, public service, social or political advocacy, and more. The B.A. in Communication Arts and Sciences (Communication Studies) also offers an excellent concurrent degree program: a substantive understanding of human communication—which is valuable in numerous forms of personal, social, and professional life—can significantly enhance students’ preparation in many fields of study.

Foundations, Scholarship, and Practice Option
Available at the following campuses: University Park

The B.A. in Communication Arts and Sciences (Foundations, Scholarship, and Practice) promotes an understanding of fundamental facets of human communication, knowledge of theories and research that illuminate communication processes, and expertise in practical applications of communication research to civic, cultural, family, health, interpersonal, organizational, and social contexts. Students pursuing the B.A. in this degree option will learn to argue persuasively, think critically, solve problems collaboratively, understand and manage conflict, influence people ethically, form and keep relationships, and participate constructively in civic life. The flexibility of this program offers preparation for a variety of careers, which include administration, business, health, higher education, human resources, law, public service, social or political advocacy, and more. The B.A. in Communication Arts and Sciences (Foundations, Scholarship, and Practice) also offers an excellent concurrent degree program: A substantive understanding of human communication—which is valuable in numerous forms of personal, social, or professional life—can significantly enhance students’ preparation in many fields of study.

What is Communication Arts and Sciences?
Communication Arts and Sciences (CAS) privileges the study and practice of communication in interpersonal, organizational, public, and intercultural contexts. Using methods and theories that span the humanities and social sciences, faculty and students create knowledge about the history, present state, and prospects of the fact that we can understand how messages influence people and shape situations. The ability to communicate effectively in personal, social, and professional roles is equally vital. Studennts of Communication Arts and Sciences will therefore learn to argue persuasively, think critically, solve problems collaboratively, understand and manage conflict, influence people ethically, form and keep relationships, and participate constructively in civic life.

You Want Like This Program If...

• You want to develop analytical and critical thinking skills to understand how messages influence people and shape situations and institutions.
• You want to learn about the history and theory of communication from both humanistic and social scientific perspectives.
• You are curious about relationships, group dynamics, power, and conflict.
• You want to learn to craft powerful, ethical messages that make a difference.
• You want to learn to argue persuasively, think critically, solve problems collaboratively, understand and manage conflict, influence people ethically, form and keep relationships, and participate constructively in civic life.

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 Communication Arts and Sciences, a minimum of 120 credits is required:
Available at the following campuses: Berks, Brandywine

Communication Studies Option (15 Credits)

Requirements for the Option

Requirements for the Major (All Options)

Common Requirements for the Major

Prescribed Courses

CAS 301 Rhetorical Theory
CAS 303 Communication Theory

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 15 credits of other CAS courses; at least 12 credits must be at the 400 level. A maximum of 3 credits from CAS 494, CAS 495, CAS 496, and CAS 499 may satisfy this requirement. CAS 126 and CAS 195 may not be counted as part of the major.

Requirements for the Option

Requirements for the Option: Require a grade of C or better
Select an option

Electives

Select 3 credits from the following list:

CAS 271N Intercultural Communication
CAS 280W Storytelling and Speaking
CAS 283 Communication and Information Technology I

Select 3 credits from the following list: 3

CAS 302 Social Influence
CAS 311 Methods of Rhetorical Criticism
CAS 321 Rhetoric and Law
CAS 352 Organizational Communication
CAS 373 The Rhetorics of War and Peace
CAS 375 Rhetoric and Public Controversy
CAS 383N Culture and Technology
CAS 398 Special Topics
CAS 399 Foreign Studies

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 6 credits from CAS courses, 3 credits maximum from:

CAS 494 Research Topics
CAS 495 Internship
CAS 496 Independent Studies
CAS 499 Foreign Studies

Foundations, Scholarship, and Practice Option (18 Credits)

Available at the following campuses: University Park

Prescribed Courses

Prescribed Courses: Require a grade of C or better
CAS 101N Introduction to Human Communication
CAS 304 Quantitative Methods for Communication Research
CAS 311 Methods of Rhetorical Criticism

Additional Courses

Additional Courses: Require a grade of C or better
Select 9 credits from the following list:

CAS 203 Interpersonal Communication
CAS 210 Landmark Speeches on Democracy and Dissent
CAS 215 Argumentation
CAS 220 Persuasion

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
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.

Integrated B.A. in Communication Arts and Sciences and M.S. in Human Resources and Employment Relations
Available at the following campuses: University Park

Requirements for the Integrated B.A. in Communication Arts and Sciences and M.S. in Human Resources and Employment Relations can be found in the Graduate Bulletin (https://bulletins.psu.edu/graduate/programs/majors/human-resources-employment-relations/#integratedundergradgradprogramstext).

Integrated B.A. in Communication Arts and Sciences and M.A. in Media Studies
Available at the following campuses: University Park

Requirements for the Integrated B.A. in Communication Arts and Sciences and M.A. in Media Studies can be found in the Graduate Bulletin (https://bulletins.psu.edu/graduate/programs/majors/media-studies/#integratedundergradgradprogramstext).

Integrated B.A. in Communication Arts and Sciences and Master of Public Policy
Available at the following campuses: University Park

Requirements for the Integrated B.A. in Communication Arts and Sciences and Master of Public Policy can be found in the Graduate Bulletin (https://bulletins.psu.edu/graduate/programs/majors/public-policy/#integratedundergradgradprogramstext).

Program Learning Objectives
- Content Knowledge: Learn communication concepts and theory.
- Limited Difficulty Outside Classroom: Ability to focus on material owing to limited serious challenges beyond classroom.
• **Research Practice and Methods**: Learn the practice of rhetorical or communication science research.

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

## University Park

**Liberal Arts Academic Advising**

814-865-2545

Use the Liberal Arts Meet the Academic Advisers web page (https://la.psu.edu/student-services/academic-advising/meet-the-academic-advisers/) to see the contact information for the specific adviser(s) of this program.

**Berks**

*Jill Burk*

Program Coordinator, Assistant Professor

Franco 148

Reading, PA 19610

610-396-6094

BKCommArtSci@psu.edu

**Brandywine**

*Joshua Phillips*

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25 Yearsley Mill Road

Media, PA 19063

610-892-1426

jdp5595@psu.edu

## Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2023-24 academic year. To access previous years’ suggested academic plans, please visit the archive (https://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition. (Note: the archive only contains suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

## Communication Arts and Sciences, B.A. at University Park Campus

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>ENGL 15 (or honors equivalent (GWS))*</td>
<td>3</td>
<td>CAS 100 (or honors equivalent (GWS))*</td>
<td>3</td>
</tr>
<tr>
<td>CAS 101N*</td>
<td>3</td>
<td>CAS Additional course (work with adviser)*</td>
<td>3</td>
</tr>
<tr>
<td>Quantification (GQ)*</td>
<td>3</td>
<td>Humanities (GH) + (US)</td>
<td>3</td>
</tr>
<tr>
<td>Social and Behavioral Sciences (GS) (FYS)</td>
<td>3</td>
<td>Natural Sciences (GN)</td>
<td>3</td>
</tr>
<tr>
<td>World Language 1</td>
<td>4</td>
<td>World Language 2</td>
<td>4</td>
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<td><strong>Total Credits</strong></td>
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<td><strong>Total Credits</strong></td>
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### Second Year

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<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CAS Additional course (work with adviser)*</td>
<td>3</td>
<td>CAS Additional course (work with adviser)*</td>
<td>3</td>
</tr>
<tr>
<td>Quantification (GQ)*</td>
<td>3</td>
<td>Natural Sciences (GN)</td>
<td>3</td>
</tr>
<tr>
<td>Arts (GA) + (IL)</td>
<td>3</td>
<td>Social and Behavioral Sciences (GS)</td>
<td>3</td>
</tr>
<tr>
<td>BA Fields</td>
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<td>Humanities (GH)</td>
<td>3</td>
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<tr>
<td>World Language 3</td>
<td>4</td>
<td>BA Fields</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>16</strong></td>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
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### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 301*</td>
<td>3</td>
<td>CAS 303*</td>
<td>3</td>
</tr>
<tr>
<td>CAS 4XX-level course (work with adviser)*</td>
<td>3</td>
<td>CAS 311*</td>
<td>3</td>
</tr>
<tr>
<td>Natural Sciences (GN)</td>
<td>3</td>
<td>BA Fields</td>
<td>3</td>
</tr>
<tr>
<td>Arts (GA)</td>
<td>3</td>
<td>ENGL 202A, 202B, 202C, or 202D*</td>
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</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
<td><strong>Total Credits</strong></td>
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### Fourth Year

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<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CAS 304*</td>
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<td>CAS 4XX-level course (work with adviser)</td>
<td>3</td>
</tr>
<tr>
<td>CAS 4XX-level course (work with adviser)*</td>
<td>3</td>
<td>CAS 4XX-level course (work with adviser)*</td>
<td>3</td>
</tr>
<tr>
<td>Supporting CAS course (work with adviser)*</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Other Cultures</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Health and Wellness (GHW)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
<td><strong>Total Credits</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

* 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

## 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 Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/).

**Advising Notes**

This document is only for planning purposes and cannot replace working with an academic adviser. Each student is unique, and some campuses may not offer many CAS courses. Most students are "off the plan" after one semester.

Students need at least 24 credits in CAS courses completed at UP due to competency requirements. Campus advisers may work with the UP CAS adviser if they have questions about what their current students might take.

Two general education courses (GQ, GN, GA, GH, GS) must be integrative studies courses - Inter-Domain or Linked.

Depending on placement and proficiency, world language courses may need to be replaced with elective credits.

Students are required to take one Writing across the Curriculum course. There are three CAS 4XX-level courses that will fulfill this requirement, but any W course will work.

**Career Paths**

CAS graduates are analysts, strategists, persuaders, facilitators, negotiators, collaborators, connectors, and leaders. The CAS B.A. equips students for success in the workforce, graduate and law school, and civic life.

**Careers**

The CAS B.A. prepares students for success in careers that value a rigorous and diverse understanding of communication practices. Graduates thrive in careers in business, government, law, public relations, public policy, sales, and more.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE COMMUNICATION ARTS AND SCIENCES PROGRAM (https://cas.la.psu.edu/undergraduate/careers-in-cas/)

**Opportunities for Graduate Studies**

The CAS B.A. provides excellent preparation for graduate study in rhetoric, as well as fields such as business, human resources and employment relations, law, and public policy. CAS at University Park has three integrated undergraduate-graduate degrees through which approved CAS majors can earn an undergraduate and graduate degree in five years instead of six: Public Policy, Media Studies, and Human Resources and Employment Relations.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (https://cas.la.psu.edu/undergraduate/integrated-undergraduate-graduate-programs/)

**Professional Resources**

- National Communication Association (https://www.natcom.org/)
- International Communication Association (https://www.icahdq.org)
- Rhetoric Society of America (https://rhetoricsoociety.org)
- Lambda Pi Eta (https://www.natcom.org/lambda-pi-eta/)

**Contact**

**University Park**

DEPARTMENT OF COMMUNICATION ARTS AND SCIENCES
234 Sparks Building
University Park, PA 16802
sas519@psu.edu and cas@psu.edu (https://psu-next.courseleaf.com/undergraduate/colleges/liberal-arts/communication-arts-sciences-ba/cas@psu.edu)
https://cas.la.psu.edu

**Berks**

DIVISION OF HUMANITIES, ARTS AND SOCIAL SCIENCES
Franco Building
Reading, PA 19610
610-396-6094
BKCommArtSci@psu.edu
https://berks.psu.edu/academics/communication-arts-sciences

**Brandywine**

25 Yearsley Mill Road
Media, PA 19063
610-892-1426
jdp5595@psu.edu
https://www.brandywine.psu.edu/academics/bachelors-degrees/communication-arts-and-sciences