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 and do influence one another. This major inspires students to be more effective and ethical in the personal, professional, and public roles their futures have in store for them.

You Might 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 are curious about relationships, group dynamics, power, and conflict.

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

Requirements for the Option: Communication Studies Option (15 Credits)

Available at the following campuses: Berks, Brandywine

Code Title Credits
Prescribed Courses
CAS 204 Communication Research Methods 3

Additional Courses

Additional Courses: Require a grade of C or better
Select 3 credits from the following list:

CAS 203 Interpersonal Communication 3
CAS 213 Persuasive Speaking
CAS 214W Speech Writing
CAS 216 Practical Parliamentary Procedure
CAS 250 Small Group Communication
CAS 252 Business and Professional Communication

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.
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
Assistant Teaching Professor Communication Arts and Sciences
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.

<table>
<thead>
<tr>
<th>First Year</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 (or honors equivalent (GWS))&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td>CAS 100 (or honors equivalent (GWS))&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CAS 101N&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td>CAS Additional course (work with adviser)&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Quantification (GQ)&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td>Humanities (GH) + (US)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Social and Behavioral Sciences (GS) (FYS)</td>
<td>3 Natural Sciences (GN)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>World Language 1</td>
<td>4</td>
<td>World Language 2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
<td><strong>16</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Fourth Year</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 304&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td>CAS 4XX-level course (work with adviser)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CAS 4XX-level course (work with adviser)&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td>CAS 4XX-level course (work with adviser)&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Supporting CAS course (work with adviser)&lt;sup&gt;*&lt;/sup&gt;</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Other Cultures</td>
<td>3 Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health and Wellness (GHW)</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>12</strong></td>
<td></td>
<td></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://icahdq.org)
- Rhetoric Society of America (https://rhetoricsociety.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
814-865-3461
sas519@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/ba-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/