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

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Learning Objectives

1. Appreciation for the significance of communication in everyday experience and as a distinctive intellectual paradigm.
2. Ability to understand, apply, critique, and extend communication concepts, principles, theories, and perspectives.
3. Skill at communication inquiry, including humanistic and social scientific approaches.
4. Logical, critical, creative, and ethical thinking about communication for decision-making and problem-solving.
5. Competency at generating and performing messages appropriate to their audience, purpose and context.
6. Facility with locating, synthesizing, and assimilating new information from a variety of sources and using it to inform communication analysis and practice.
7. Interest, understanding, and capacity to engage diverse communities, both local and global, and to function as a member of a deliberative society.