COMMUNICATION ARTS AND SCIENCES, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus
End Campus: Brandywine

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 Communications Arts and Sciences?
Communication Arts and Sciences (CAS) is committed to the study, teaching, and practice of human communication for the betterment of Pennsylvania, the nation, and the world. Using methods and theories that span the humanities and social sciences, we create knowledge about the role of communication in diverse interpersonal, communal, national, international, and cultural settings. Our research is integral to our educational mission: to promote greater understanding of and facility with oral, written, and nonverbal communication.

You Might Like This Program If...
- You want to learn about the importance of human communication from a combination of social scientific and humanistic perspectives.
- You want to learn how to craft effective messages for different audiences.
- You want to develop analytic and critical thinking skills in order to understand how messages influence audiences.
- You want to acquire theories, methods, and practical tools to understand the roots of social conflict and help change them through improved practices of communication.

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 third-semester classification (http://www.registrar.psu.edu/enrollment/semester-classification.cfm)

READ SENATE POLICY 37-30: ENTRANCE TO AND CHANGES IN MAJOR PROGRAMS OF STUDY (http://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, Communication Studies Option, a minimum of 120 credits is required; For the Bachelor of Arts degree in Communication Arts and Sciences, Foundations, Scholarship, and Practice Option, a minimum of 123 credits is required.
**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 (http://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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>15</td>
</tr>
<tr>
<td>Bachelor of Arts Degree Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>36-39</td>
</tr>
</tbody>
</table>

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if foreign language proficiency is demonstrated by examination.

Per Senate Policy 83-80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned. For more information, check the Recommended Academic Plan for your intended program.

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 (http://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 (http://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.

**Requirements for the Major**

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

**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.
Common Requirements for the Major (All Options)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Prescribed Courses</strong></td>
<td></td>
</tr>
<tr>
<td>CAS 301</td>
<td>Rhetorical Theory</td>
<td>3</td>
</tr>
<tr>
<td>CAS 303</td>
<td>Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Supporting Courses and Related Areas</strong></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

Requirements for the Option

<table>
<thead>
<tr>
<th>Requirements for the Option: Require a grade of C or better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select an Option</td>
</tr>
</tbody>
</table>

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Program Learning Objectives

**York Campus**

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.

**Brandywine Campus**

1. Demonstrate an understanding of how humans strategically use symbols to influence people and the world around them.
   a. Students will be able to apply a communication perspective to critique oral presentations given in a variety of contexts outside the classroom.
   b. Students will be able to apply a communication perspective to perform close textual analyses of persuasive oratory or media-sourced appeals aimed at persuading an audience, reader, viewer, etc.
   c. Through an eclectic, critical approach, students will learn new ways to think about language and communication that will challenge students to revise their own language/communication processes.
2. Demonstrate an understanding of the theoretical underpinnings of their CAS coursework, and be able to critically, analytically and practically apply the major in personal, community, work, and global situations by identifying social inequities and advocating problem-solving actions.
a. Students will be able to demonstrate skills in reading, evaluating and summarizing journal articles and other textual materials from a critical perspective.

b. Students will be able to demonstrate skills in qualitative analyses, including the use of ethnographic observation methods to identify more deeply-rooted social processes.

c. Students will be able to identify and develop significant problem statements about local, national and international social issues, and then conduct causal analyses and advocate practical solutions.

d. Students will learn to invoke their abilities to reason, reflect, emote, perceive, and intuit social messages, and develop skills which, to paraphrase Bertrand Russell, empower us to “guard against the seductions of eloquence.”

3. Demonstrate the ability to develop and perform appropriate and effective presentations and adapt to a variety of speaking contexts
a. Students will be able to perform well-structured, strategically prepared presentations that are both informative and persuasive.

b. Students will be able to work in teams to develop and perform effective group presentations.

c. Students will gain skills to communicate effectively in professional situations involving both a global and a service-learning component.

d. Students will be able to identify perceptions of character and public virtues, and the role they play in how a speaker must present him/herself in ways that are admired and respected.

4. Students will be able to conduct and present substantive research using traditional and electronic resources, as well as qualitative analytical methods.

a. Students will be able to produce a research proposal, conduct a literature search, and design a research project.

b. Students will demonstrate analytical writing proficiency, including the ability to describe, analyze, and interpret the critical ideas, values, and forms that appear in various media formats.

**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 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

**Brandywine**

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**Berks**

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**University Park**

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814-865-2545  
http://starfish.psu.edu  
http://www.la.psu.edu/current-students/undergraduate-students/education/majors-and-minors (http://www.la.psu.edu/current-students/undergraduate-students/education/majors-and-minors/)

**Suggested Academic Plan**

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2020-21 academic year. To access previous years’ suggested academic plans, please visit the archive (http://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition (Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

**Brandywine 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>
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<tbody>
<tr>
<td>ENGL 15 or 30†</td>
<td>3</td>
<td>3 CAS 100†</td>
<td>3</td>
</tr>
<tr>
<td>World Language course‡</td>
<td>4</td>
<td>World Language course</td>
<td>4</td>
</tr>
<tr>
<td>General Education course (GHW)</td>
<td>1.5</td>
<td>General Education course</td>
<td>6</td>
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<tr>
<td>General Education course</td>
<td>6</td>
<td>General Education course</td>
<td>1.5</td>
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<td></td>
<td>14.5</td>
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**Second Year**

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<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>ENGL 202†</td>
<td>3</td>
</tr>
<tr>
<td>General Education course</td>
<td>9</td>
<td>CAS Selection (200 Level</td>
<td>3</td>
</tr>
<tr>
<td>General Education course or</td>
<td>3-4 CAS 204</td>
<td>Skills Course)†</td>
<td>3</td>
</tr>
<tr>
<td>World Language course</td>
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<tr>
<td></td>
<td></td>
<td>CAS 303</td>
<td>3</td>
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<td></td>
<td></td>
<td>BA Requirement</td>
<td>3</td>
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<tr>
<td></td>
<td></td>
<td>General Education course</td>
<td>3</td>
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<td>15-16</td>
<td>18</td>
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</table>

Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin.

* General Education courses  
† World Language courses  
‡ BA Requirement
### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CAS 204*</td>
<td>3</td>
<td>CAS Selection (300 level)*</td>
<td>3</td>
</tr>
<tr>
<td>CAS Selection (400 Level)*</td>
<td>3</td>
<td>CAS Selection (400 level)*</td>
<td>3</td>
</tr>
<tr>
<td>CAS Selection (200, 300, or 400 Level)*</td>
<td>3</td>
<td>BA Requirement</td>
<td>6</td>
</tr>
<tr>
<td>Elective*</td>
<td>9</td>
<td>Elective*</td>
<td>12</td>
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<tr>
<td>General Education course</td>
<td>3</td>
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</table>

**Total Credits 122-123**

- * 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

### Career Paths

CAS graduates are change makers: analysts, strategists, persuaders, facilitators, collaborators, connectors, and scholars. The CAS program equips students for success in the work force, graduate school, and civic life. CAS courses provide students the theories, methods, practical tools, and experiences to understand the roots of social conflict and the sources of well-being. CAS majors can make a positive difference in our society.

### Careers

A Bachelor of Arts degree in CAS prepares students for success in careers that value a rigorous and diverse understanding of communication practices. Such careers include business, behavioral science, government, health and human services, human development, law, public relations, public policy, sales, and more. CAS graduates may work as analysts, strategists, facilitators, collaborators, or negotiators.

### Opportunities for Graduate Study

A Bachelor of Arts in CAS also provides excellent preparation for graduate study in either communication science or rhetoric, as well as fields such as business, behavioral science, health and human services, human development, public policy, social work, and more.

### Professional Resources

- National Communication Association ([https://www.natcom.org/](https://www.natcom.org/))

### Contact

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[http://brandywine.psu.edu/communication-arts-and-sciences](http://brandywine.psu.edu/communication-arts-and-sciences)

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