COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus
End Campus: Brandywine, New Kensington

Program Description
With the rapid development of digital technologies over the last decade, the field of communications has seen unprecedented growth and convergence of medium in media both technologically and structurally. The communications degree program addresses strongly articulated employer requirements for the workplace through an integrated program model. The degree provides the basic theoretical foundations of the discipline, allows for appropriate branching outside the traditional curriculum, and permits a drawing from appropriate courses in the disciplines of information sciences and technology, communications, arts and sciences, English, and business.

The degree in communications provides two options for students who wish to develop their written and verbal skills in an effort to gain professional employment in fields such as public relations, publishing, speech writing, video and multimedia, production, and/or journalism.

Corporate Communications Option
Available at the following campuses: Brandywine, New Kensington

In extending traditional organizational communication, strategic communication, and public relations to the digital age, this option prepares students to compete in a global society. The program is also effective as preparation for e-commerce.

Digital Journalism Option
Available at the following campuses: New Kensington

In today’s workplace, journalism graduates are required to regularly engage rapidly converging media in their work. This option offers graduates a competitive advantage by complementing traditional options (newspaper, magazine, radio, TV) with convergent course work designed to prepare students for professional journalism in the digital age.

What is Communications?
Communications is an academic discipline that deals with the creation and distribution of mass communication messages through media such as books, newspapers, television, radio, film, video games, and the Internet. Mass communications use writing, speech, photographs, video, and interactive content to give information or influence the audience. Communications also concerns the study of how we communicate in different ways with diverse audiences through marketing, advertising, public relations, corporate communications, digital journalism, film and other media.

You Might Like This Program If...
You are a strong writer, critical thinker, and creative person. This is a dynamic field that has an impact on the world.

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 Communications, a minimum of 120 credits is required:

<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>0-11</td>
</tr>
<tr>
<td>Bachelor of Arts Degree Requirements</td>
<td></td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>55-56</td>
</tr>
</tbody>
</table>

3-16 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 0-6 credits of GS; 0-6 credits of GH; 0-4 credits GQ courses.

0-12 credits for the Bachelor of Arts Degree Requirements are included in Electives if foreign language proficiency is demonstrated by examination.

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 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

Common Requirements for the Major (All Options)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescribed Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 160</td>
<td>Basic News Writing Skills</td>
<td>1</td>
</tr>
<tr>
<td>COMM 270</td>
<td>Introduction to Multimedia Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 494</td>
<td>Research Project Courses</td>
<td>3</td>
</tr>
<tr>
<td>COMM 495</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>Additional Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Courses: Require a grade of C or better</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select 3 credits from Foundations of Mass Media and Society:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 100N/AMST 106N</td>
<td>The Mass Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 110</td>
<td>Media and Democracy</td>
<td></td>
</tr>
<tr>
<td>Select 3 credits from Foundations in Media Writing (May double count for writing across the curriculum requirement):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 230W</td>
<td>Writing for Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 260W</td>
<td>News Writing and Reporting</td>
<td></td>
</tr>
<tr>
<td>Select 3 credits from Foundations in Communication Theory (May double count with general education credits):</td>
<td></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></td>
</tr>
</tbody>
</table>
Select 3 credits from the following in Communications Research Methods/Theory (May not double count with option additional courses requirement):

- CAS 204 Communication Research Methods
- CAS 471 Intercultural Communication Theory and Research
- COMM 304 Mass Communication Research
- COMM 428D Research & Analytics

Select 3 credits from Mass Communications Ethics and Public Policy:

- COMM 403 Law of Mass Communications
- COMM 430 Mass Media and Politics
- COMM 458 Media Law and Ethics

Requirements for the Option

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

Select an option 30-31

Requirements for the Option

Corporate Communications Option (30-31 credits)

Available at the following campuses: Brandywine, New Kensington

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 252</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

Additional Courses: Require a grade of C or better

Select one of the following tracks: 12-13

PR/Marketing Track

- COMM 370 Public Relations
- COMM 471 Public Relations Media and Methods
- ECON 102 Introductory Microeconomic Analysis and Policy
- or ECON 104 Introductory Macroeconomic Analysis and Policy
- CC 200 Introduction to Corporate Communication
- or MKTG 220 Introduction to Selling Techniques
- or MKTG 301 Principles of Marketing

Strategic Communication Track

- COMM 428A Principles of Strategic Communications
- COMM 428C Strategic Communications in a Global Environment
- COMM 428E Social Media Strategies
- STAT 200 Elementary Statistics

Select 15 credits of the following (at least 3 credits must be at the 400 level):

- CAS 203 Interpersonal Communication
- CAS 206 Mediation and Communication
- CAS 222N/AFYCE 211N/CIVCM 211N Foundations: Civic and Community Engagement
- CAS 271N Intercultural Communication
- CAS 301 Rhetorical Theory
- CAS 303 Communication Theory
- CAS 352 Organizational Communication
- CAS 404 Conflict Resolution and Negotiation
- CAS 426W Communication Ethics
- CC 200 Introduction to Corporate Communication
- CC 401 Internal Communication
- CC 402 External Communication
- CC 404 Risk and Crisis in Corporate Communication
- CC 405 Strategic Speaking
- CC 406 Social Media in Corporate Communication
- COMM 1 Newspaper Practicum
- COMM 2 Newspaper Editorial Staff
- COMM 3 Radio Practicum
- COMM 118 Introduction to Media Effects
- COMM/WMNST 205 Gender, Diversity and the Media
- COMM 215 Basic Photography for Communications
- COMM 222N Social Justice and the Image
- COMM 241 Graphic Design for Communications
- COMM 251 The Nature of Media
- COMM 282 Television Field Production
- COMM/SOC 290N Cinema and Globalization
- COMM 292 Introduction to Media & Politics
- COMM 297 Special Topics
- COMM 299 Foreign Studies
- COMM 305 Introduction to Critical Studies of Media
- COMM 320 Introduction to Advertising
- COMM 370 Public Relations
- COMM 407A Media and Government
- COMM 407B Perspectives on American Journalism
- COMM 407C
- COMM/STS 408 Cultural Foundations of Communications
- COMM 409 News Media Ethics
- COMM 410 International Mass Communications
- COMM 411 Cultural Aspects of the Mass Media
- COMM 412 Sports, Media and Society
- COMM 413W The Mass Media and the Public
- COMM 428A Principles of Strategic Communications
- COMM 428C Strategic Communications in a Global Environment
- COMM 428D Research & Analytics
- COMM 462 Feature Writing
- COMM 468 Graphic Applications in Print Communications
- COMM 471 Public Relations Media and Methods
- COMM 473 Public Relations Campaigns
- COMM 476 Sports Writing
- COMM 478 Sports Information
- COMM 495A Internship
- COMM 496 Independent Studies
- ENGL 420 Writing for the Web
- MKTG 301 Principles of Marketing

1 Some courses in this category have prerequisites that are not required in the program. Credits applied may not double count with any other major or option requirements. Courses from selected tracks (PR/ MARKETING TRACK OR STRATEGIC COMMUNICATION TRACK) may
not double count in this category. Courses may double count toward IL and US requirements.

2 Only 3 credits combined maximum or COMM 1, COMM 2, COMM 3 may apply.

3 Only 3 credits maximum of COMM 297 may apply.

4 Only 3 additional credits maximum of COMM 299 may apply.

5 Only 3 additional credits of COMM 495A may apply.

Digital Journalism Option (30 credits)
Available at the following campuses: New Kensington

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Prescribed Courses</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<tr>
<td>COMM 460W</td>
<td>Reporting Methods</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Additional Courses</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional Courses: Require a grade of C or better</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Select 9 credits in Professional Practices (May not double count with any other major or option requirements.):</td>
<td>9</td>
</tr>
<tr>
<td>COMM 215</td>
<td>Basic Photography for Communications</td>
<td></td>
</tr>
<tr>
<td>COMM 241</td>
<td>Graphic Design for Communications</td>
<td></td>
</tr>
<tr>
<td>COMM 269</td>
<td>Photojournalism</td>
<td></td>
</tr>
<tr>
<td>COMM 282</td>
<td>Television Field Production</td>
<td></td>
</tr>
<tr>
<td>COMM 297</td>
<td>Special Topics</td>
<td></td>
</tr>
<tr>
<td>COMM 462</td>
<td>Feature Writing</td>
<td></td>
</tr>
<tr>
<td>COMM 468</td>
<td>Graphic Applications in Print Communications</td>
<td></td>
</tr>
<tr>
<td>COMM 470A</td>
<td>Convergent Media News Service: Newspaper Production</td>
<td></td>
</tr>
<tr>
<td>ENGL 420</td>
<td>Writing for the Web</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Select 18 credits from the following (at least 3 credits must be at the 400 level):</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>CAS 203</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td></td>
<td>CAS 222N/AVFCE 211N/CIVCM 211N</td>
<td></td>
</tr>
<tr>
<td>CAS 271N</td>
<td>Intercultural Communication</td>
<td></td>
</tr>
<tr>
<td>CAS 301</td>
<td>Rhetorical Theory</td>
<td></td>
</tr>
<tr>
<td>CAS 303</td>
<td>Communication Theory</td>
<td></td>
</tr>
<tr>
<td>CAS 404</td>
<td>Conflict Resolution and Negotiation</td>
<td></td>
</tr>
<tr>
<td>COMM 1</td>
<td>Newspaper Practicum</td>
<td></td>
</tr>
<tr>
<td>COMM 2</td>
<td>Newspaper Editorial Staff</td>
<td></td>
</tr>
<tr>
<td>COMM 3</td>
<td>Radio Practicum</td>
<td></td>
</tr>
<tr>
<td>COMM 118</td>
<td>Introduction to Media Effects</td>
<td></td>
</tr>
<tr>
<td>COMM/WMNST 205</td>
<td>Gender, Diversity and the Media</td>
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<td>COMM 222N</td>
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</tr>
<tr>
<td>COMM 251</td>
<td>The Nature of Media</td>
<td></td>
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<td>COMM 282</td>
<td>Television Field Production</td>
<td></td>
</tr>
<tr>
<td>COMM 292</td>
<td>Introduction to Media &amp; Politics</td>
<td></td>
</tr>
<tr>
<td>COMM 297</td>
<td>Special Topics</td>
<td></td>
</tr>
<tr>
<td>COMM 299</td>
<td>Foreign Studies</td>
<td></td>
</tr>
<tr>
<td>COMM 305</td>
<td>Introduction to Critical Studies of Media</td>
<td></td>
</tr>
</tbody>
</table>

1 Some courses in this category have prerequisites that are not required in the program. Credits applied may not double count with any other major or option requirements. Courses may double count toward IL and US requirements.

2 Only 6 credits combined maximum or COMM 1, COMM 2, COMM 3 may apply.

3 Only 6 credits combined maximum of COMM 297 may apply. 

4 Only 3 credits maximum of COMM 299 or COMM 495A may apply.

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 (WGS): 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.

Program Learning Objectives
Brandywine Campus
- Speech: Students will be able to write and deliver an effective speech.
- Press Release: Students will be able to write an effective press release.
- Visual Communication: Students will be able to create an effective visual communication (website, photography, graphics).
- Professionalism: Students will be able to create effective materials as part of their internships, consistent with professional standards and practices
- Communication Theory: Students will demonstrate understanding of communication theory by writing an in depth paper on a selected theory.
- Research: Students will be able to design and execute an original research project.
- Intercultural Communication: Students will demonstrate understanding of intercultural communication by writing a paper on an assigned topic.
- Teamwork: Students will work effectively with diverse colleagues as part of their internship.

New Kensington Campus
- Effective oral, written, and visual communication skills.
- Knowledge of and facility with current professional standards and practices.
- Facility with communications theory and research methods as a foundation of critical thinking.
- Knowledge of the roles communications systems and professionals play in shaping local, national, and global communities.

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/)

Brandywine
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724-334-6715
kch17@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).

Brandywine Campus
Corporate Communication Option: Communications, B.A. at 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>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 100N†‡</td>
<td>3</td>
<td>COMM 160†</td>
<td>1</td>
</tr>
<tr>
<td>ENGL 15 or 30H‡</td>
<td>3</td>
<td>CAS 100A†‡</td>
<td>3</td>
</tr>
<tr>
<td>PSYCH 100 (or Social and Behavioral Sciences)†‡</td>
<td>3</td>
<td>AMST 105 (or General Education Course)†‡</td>
<td>3</td>
</tr>
<tr>
<td>World Language - Elementary</td>
<td>6</td>
<td>World Language - Intermediate</td>
<td>6</td>
</tr>
<tr>
<td>Total Credits 125-129</td>
<td></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

1 MATH 21 or higher or satisfactory score on the mathematics placement examination is a prerequisite for MKTG 301, a course required for the major and in the Academic Plan in a later semester.

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.

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/).
New Kensington Campus

Digital Journalism Option: Communications, B.A. at New Kensington 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.

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<td>1</td>
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<td>ENGL 15 or 30H‡</td>
<td>3</td>
<td>CAS 100A†</td>
<td>3</td>
</tr>
<tr>
<td>PSYCH 100 (or General Education Course)‡</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>World Language level 1</td>
<td>4</td>
<td>World Language Course level 2</td>
<td>4</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 270*</td>
<td>3</td>
<td>COMM 282 or 292 (or Journalism Option Long Course)*</td>
<td>3</td>
</tr>
<tr>
<td>World Language level 3</td>
<td>4</td>
<td>COM 1‡</td>
<td>1</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>STAT 200 (or General Education (GQ))‡</td>
<td>4</td>
</tr>
<tr>
<td>COMM 260W‡</td>
<td>3</td>
<td>ENGL 202A, 202B, 202C, or 202D</td>
<td>3</td>
</tr>
<tr>
<td>CAS 303‡†</td>
<td>3</td>
<td>BA Other Cultures</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>General Education Course</td>
<td>15.5</td>
</tr>
</tbody>
</table>

### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 420 (or Journalism Option Long Course)*</td>
<td>3</td>
<td>COMM 409*</td>
<td>3</td>
</tr>
<tr>
<td>COMM 403†</td>
<td>3</td>
<td>COMM 470A‡</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2‡</td>
<td>2</td>
<td>CAS 204‡</td>
<td>3</td>
</tr>
<tr>
<td>COMM 205 (or Journalism Option Long Course)*</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>COMM 460W</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>14</td>
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</table>

### Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 494†</td>
<td>3</td>
<td>COMM 495</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>Journalism Option Long Course or General Education Course or Free Elective</td>
<td>3</td>
</tr>
<tr>
<td>CC 406‡</td>
<td>3</td>
<td>BA Requirement</td>
<td>3</td>
</tr>
</tbody>
</table>

### Total Credits 120.5

* 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.

### 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/).
Corporate Communications Option: Communications, B.A. at New Kensington 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>Academic Requirements</th>
<th>Credits</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>BA Requirement</td>
</tr>
<tr>
<td>BA Requirement</td>
<td>3 Free Elective</td>
<td>3</td>
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<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 126.5

* 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
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University Requirements and General Education Notes:

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Career Paths

With the rapid development of digital technologies over the last decade, the field of communications has seen unprecedented growth and convergence in media, both technologically and structurally. The degree in communications provides two options for you to develop written, verbal, and visual skills in an effort to gain professional employment in fields such as social media, public relations, corporate communications, publishing, video and multimedia production, and/or digital journalism.

**Careers**

- **Corporate Communications Option**: In extending traditional organizational communication, strategic communication, and public relations to the digital age, this option prepares you to compete in a global society. Graduates work in corporate communications, social media, public relations/marketing, sales, non-profit development, and human resources, among other fields.
• **Digital Journalism Option:** In today's workplace, journalism graduates are required to regularly engage rapidly converging media in their work. This option offers graduates a competitive advantage by complementing traditional options (newspaper, magazine, radio, TV) with convergent course work designed to prepare you for professional journalism in the digital age.

**Opportunities for Graduate Studies**
Communications students may pursue graduate studies in communications, journalism, media writing, social media, public administration, and business. Related fields include law, integrated marketing, and health communications.

**Internships**
All Communications majors are required to complete an internship as part of their degree requirements. Students are encouraged to seek internship experiences that will help them pursue their professional and personal goals. Our students have completed internships at hundreds of different sites across Pennsylvania and the region, ranging from local television and radio stations to the corporate offices of Disney, Aflac, Hasbro, UPMC, and Comcast, to name just a few.

**Professional Resources**
- Penn State Beaver Student Newspaper (The Roar) ([https://beaver.psu.edu/student-life/activities/clubs/the-roar/](https://beaver.psu.edu/student-life/activities/clubs/the-roar/))
- Penn State Greater Allegheny Student Radio (WMKP Radio) ([https://sites.psu.edu/wmkp/](https://sites.psu.edu/wmkp/))
- Penn State Greater Allegheny Student Newspaper (The GA-ZETTE) ([https://sites.psu.edu/gazette/](https://sites.psu.edu/gazette/))
- Penn State New Kensington Student Newspaper (The Nittany Pride) ([https://nittanypride.wordpress.com](https://nittanypride.wordpress.com))

**Contact**

**Brandywine**
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Media, PA 19063
610-892-1373
smf17@psu.edu

[https://www.brandywine.psu.edu/academics/bachelors-degrees/communications](https://www.brandywine.psu.edu/academics/bachelors-degrees/communications)

**New Kensington**
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724-334-6715
kch17@psu.edu

[https://newkensington.psu.edu/academics/4-year-communications](https://newkensington.psu.edu/academics/4-year-communications)