

# COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

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**Begin Campus:** Any Penn State Campus

**End Campus:** Brandywine, Lehigh Valley, New Kensington

## 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 Greater Allegheny Student Radio (WMKP Radio) (<https://sites.psu.edu/wmkp/>)
- Penn State Greater Allegheny Student Newspaper (The GA-ZETTE) (<https://sites.psu.edu/gazette/>)
- Penn State New Kensington Student Newspaper (The Nittany Pride) (<https://nittanypride.wordpress.com>)