COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Brandywine, Greater Allegheny, New Kensington

Program Learning Objectives

Beaver Campus

• **Speech:** Students will be able to write and deliver an effective speech.

• **Communication Message:** Students will be able to write and deliver an effective communication message (news story, press release, sponsor letter, etc.).

• **Visual Communication:** Students will be able to create an effective visual communication (website, photography, graphics).

• **Create Effective Materials:** 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.

• **Work with Diverse Colleagues:** Students will work effectively with diverse colleagues as part of their internship.

• **Global Perspective:** Students will gain global perspective taking by working with an international partner.

Brandywine and Greater Allegheny Campuses

• **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.