

COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Brandywine, Lehigh Valley, New Kensington

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.