COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Brandywine, 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.