COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Beaver, 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.
• Intercultural Communication: Students will demonstrate understanding of intercultural communication by writing a paper on an assigned topic.
• 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.