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.