

# COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

**Begin Campus:** Any Penn State Campus

**End Campus:** Brandywine, New Kensington

## Degree Requirements

For the Bachelor of Arts degree in Communications, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	0-11
Bachelor of Arts Degree Requirements	24
Requirements for the Major	55-56

3-16 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 0-6 credits of GS; 0-6 credits of GH; 0-4 credits GQ courses.

0-12 credits for the Bachelor of Arts Degree Requirements are included in Electives if world language proficiency is demonstrated by examination.

### Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

### Common Requirements for the Major (All Options)

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 160	Basic News Writing Skills	1
COMM 270	Introduction to Multimedia Production	3
COMM 494	Research Project Courses	3
COMM 495	Internship	3
<b>Additional Courses</b>		
<i>Additional Courses: Require a grade of C or better</i>		
Select 3 credits from Foundations of Mass Media and Society:		3
COMM 100N/ AMST 106N	The Mass Media and Society	
COMM 110	Media and Democracy	
Select 3 credits from Foundations in Media Writing (May double count for writing across the curriculum requirement):		3
COMM 230W	Writing for Media	
COMM 260W	News Writing and Reporting	
Select 3 credits from Foundations in Communication Theory (May double count with general education credits):		3
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	

Select 3 credits from the following in Communications Research Methods/Theory (May not double count with option additional courses requirement): 3

CAS 204	Communication Research Methods
CAS 471	Intercultural Communication Theory and Research
COMM 304	Mass Communication Research
COMM 428D	Research & Analytics

Select 3 credits from Mass Communications Ethics and Public Policy: 3

COMM 403	Law of Mass Communications
COMM 430	Mass Media and Politics
COMM 458	Media Law and Ethics

### Requirements for the Option

*Requirements for the Option: Require a grade of C or better*

Select an option 30-31

### Requirements for the Option

#### Corporate Communications Option (30-31 credits)

*Available at the following campuses: Brandywine, New Kensington*

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
CAS 252	Business and Professional Communication	3
<b>Additional Courses</b> <sup>1</sup>		
<i>Additional Courses: Require a grade of C or better</i>		
Select one of the following tracks:		12-13
<i>PR/Marketing Track</i>		
COMM 370	Public Relations	
COMM 471	Public Relations Media and Methods	
ECON 102	Introductory Microeconomic Analysis and Policy	
	or ECON 104 Introductory Macroeconomic Analysis and Policy	
CC 200	Introduction to Corporate Communication	
	or MKTG 220 Introduction to Selling Techniques	
	or MKTG 301 Principles of Marketing	
<i>Strategic Communication Track</i>		
COMM 428A	Principles of Strategic Communications	
COMM 428C	Strategic Communications in a Global Environment	
COMM 428E	Social Media Strategies	
STAT 200	Elementary Statistics	
Select 15 credits of the following (at least 3 credits must be at the 400 level):		15
CAS 203	Interpersonal Communication	
CAS 206	Mediation and Communication	
CAS 222N/ AYFCE 211N/ CIVCM 211N	Foundations: Civic and Community Engagement	
CAS 271N	Intercultural Communication	
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	
CAS 352	Organizational Communication	
CAS 404	Conflict Resolution and Negotiation	
CAS 426W	Communication Ethics	
CC 200	Introduction to Corporate Communication	

CC 401	Internal Communication
CC 402	External Communication
CC 404	Risk and Crisis in Corporate Communication
CC 405	Strategic Speaking
CC 406	Social Media in Corporate Communication
COMM 1	Newspaper Practicum <sup>2</sup>
COMM 2	Newspaper Editorial Staff <sup>2</sup>
COMM 3	Radio Studio <sup>2</sup>
COMM 118	Introduction to Media Effects
COMM/ WMNST 205	Gender, Diversity and the Media
COMM 215	Basic Photography for Communications
COMM 222N	Social Justice and the Image
COMM 241	Graphic Design for Communications
COMM 251	The Nature of Media
COMM 282	Television Field Production
COMM/SOC 290N	Cinema and Globalization
COMM 292	Introduction to Media & Politics
COMM 297	Special Topics <sup>3</sup>
COMM 299	Foreign Studies <sup>4</sup>
COMM 305	Introduction to Critical Studies of Media
COMM 320	Introduction to Advertising
COMM 370	Public Relations
COMM 407A	Media and Government
COMM 407B	Perspectives on American Journalism
COMM 407C	
COMM/STS 408	Cultural Foundations of Communications
COMM 409	News Media Ethics
COMM 410	International Mass Communications
COMM 411	Cultural Aspects of the Mass Media
COMM 412	Sports, Media and Society
COMM 413W	The Mass Media and the Public
COMM 428A	Principles of Strategic Communications
COMM 428C	Strategic Communications in a Global Environment
COMM 428D	Research & Analytics
COMM 428E	Social Media Strategies
COMM 462	Feature Writing
COMM 468	Graphic Applications in Print Communications
COMM 471	Public Relations Media and Methods
COMM 473	Public Relations Campaigns
COMM 476	Sports Writing
COMM 478	Sports Information
COMM 495A	Internship <sup>5</sup>
COMM 496	Independent Studies
ENGL 420	Writing for the Web
MKTG 301	Principles of Marketing

<sup>1</sup> Some courses in this category have prerequisites that are not required in the program. Credits applied may not double count with any other major or option requirements. Courses from selected tracks (PR/MARKETING TRACK OR STRATEGIC COMMUNICATION TRACK) may

not double count in this category. Courses may double count toward IL and US requirements.

<sup>2</sup> Only 3 credits combined maximum or COMM 1, COMM 2, COMM 3 may apply.

<sup>3</sup> Only 3 credits maximum of COMM 297 may apply.

<sup>4</sup> Only 3 additional credits maximum of COMM 299 may apply.

<sup>5</sup> Only 3 additional credits of COMM 495A may apply.

### Digital Journalism Option (30 credits)

Available at the following campuses: **New Kensington**

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 460W	Reporting Methods	3
<b>Additional Courses<sup>1</sup></b>		
<i>Additional Courses: Require a grade of C or better</i>		
Select 9 credits in Professional Practices (May not double count with any other major or option requirements.):		
COMM 215	Basic Photography for Communications	
COMM 241	Graphic Design for Communications	
COMM 269	Photojournalism	
COMM 282	Television Field Production	
COMM 297	Special Topics	
COMM 462	Feature Writing	
COMM 468	Graphic Applications in Print Communications	
COMM 470A	Convergent Media News Service: Newspaper Production	
ENGL 420	Writing for the Web	
Select 18 credits from the following (at least 3 credits must be at the 400 level):		
CAS 203	Interpersonal Communication	
CAS 222N/ AYFCE 211N/ CIVCM 211N	Foundations: Civic and Community Engagement	
CAS 271N	Intercultural Communication	
CAS 301	Rhetorical Theory	
CAS 303	Communication Theory	
CAS 404	Conflict Resolution and Negotiation	
COMM 1	Newspaper Practicum <sup>2</sup>	
COMM 2	Newspaper Editorial Staff <sup>2</sup>	
COMM 3	Radio Studio <sup>2</sup>	
COMM 118	Introduction to Media Effects	
COMM/ WMNST 205	Gender, Diversity and the Media	
COMM 215	Basic Photography for Communications	
COMM 222N	Social Justice and the Image	
COMM 241	Graphic Design for Communications	
COMM 251	The Nature of Media	
COMM 269	Photojournalism	
COMM 282	Television Field Production	
COMM 292	Introduction to Media & Politics	
COMM 297	Special Topics <sup>3</sup>	
COMM 299	Foreign Studies <sup>4</sup>	
COMM 305	Introduction to Critical Studies of Media	

COMM 370	Public Relations
COMM/STS 408	Cultural Foundations of Communications
COMM 409	News Media Ethics
COMM 410	International Mass Communications
COMM 411	Cultural Aspects of the Mass Media
COMM 412	Sports, Media and Society
COMM 413W	The Mass Media and the Public
COMM 428A	Principles of Strategic Communications
COMM 428C	Strategic Communications in a Global Environment
COMM 428D	Research & Analytics
COMM 428E	Social Media Strategies
COMM 462	Feature Writing
COMM 464W	Editorial, Opinion and Commentary Writing
COMM 467	News Editing and Evaluation
COMM 468	Graphic Applications in Print Communications
COMM 470A	Convergent Media News Service: Newspaper Production
COMM 470B	Convergent Media News Service: TV
COMM 470C	Convergent Media News Service: Radio and Online Publications
COMM 471	Public Relations Media and Methods
COMM 476	Sports Writing
COMM 478	Sports Information
COMM 495A	Internship <sup>4</sup>
COMM 496	Independent Studies
ENGL 420	Writing for the Web

<sup>1</sup> Some courses in this category have prerequisites that are not required in the program. Credits applied may not double count with any other major or option requirements. Courses may double count toward IL and US requirements.

<sup>2</sup> Only 6 credits combined maximum or COMM 1, COMM 2, COMM 3 may apply.

<sup>3</sup> Only 6 credits maximum of COMM 297 may apply.

<sup>4</sup> Only 3 credits maximum of COMM 299 or COMM 495A may apply.

## General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

## Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

## Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- Arts (GA): 3 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 3 credits
- Social and Behavioral Sciences (GS): 3 credits
- Natural Sciences (GN): 3 credits

## Integrative Studies

- Inter-Domain Courses (Inter-Domain): 6 credits

## Exploration

- GN, may be completed with Inter-Domain courses: 3 credits
- GA, GH, GN, GS, Inter-Domain courses. This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

## University Degree Requirements

### First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

### Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

### Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

### Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

### Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

### Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or

within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.

## **B.A. Degree Requirements**

**World Language** (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/>).

**B.A. Fields** (9 credits): Humanities, Social and Behavioral Sciences, Arts, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; world language credits in this category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

**World Cultures** (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the University Cultural Diversity (US/IL) requirement.