

# COMMUNICATIONS, B.A. (UNIVERSITY COLLEGE)

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**Begin Campus:** Any Penn State Campus

**End Campus:** Brandywine, Lehigh Valley, New Kensington

## Program Description

With the rapid development of digital technologies over the last decade, the field of communications has seen unprecedented growth and convergence of medium in media both technologically and structurally. The communications degree program addresses strongly articulated employer requirements for the workplace through an integrated program model. The degree provides the basic theoretical foundations of the discipline, allows for appropriate branching outside the traditional curriculum, and permits a drawing from appropriate courses in the disciplines of information sciences and technology, communications, arts and sciences, English, and business.

The degree in communications provides two options for students who wish to develop their written and verbal skills in an effort to gain professional employment in fields such as public relations, publishing, speech writing, video and multimedia, production, and/or journalism.

## Corporate Communications Option

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

In extending traditional organizational communication, strategic communication, and public relations to the digital age, this option prepares students to compete in a global society. The program is also effective as preparation for e-commerce.

## Digital Journalism Option

**Available at the following campuses:** *Lehigh Valley, New Kensington*

In today's workplace, journalism graduates are required to regularly engage rapidly converging media in their work. This option offers graduates a competitive advantage by complementing traditional options (newspaper, magazine, radio, TV) with convergent course work designed to prepare students for professional journalism in the digital age.

## What is Communications?

Communications is an academic discipline that deals with the creation and distribution of mass communication messages through media such as books, newspapers, television, radio, film, video games, and the Internet. Mass communications use writing, speech, photographs, video, and interactive content to give information or influence the audience. Communications also concerns the study of how we communicate in different ways with diverse audiences through marketing, advertising, public relations, corporate communications, digital journalism, film and other media.

## You Might Like This Program If...

You are a strong writer, critical thinker, and creative person. This is a dynamic field that has an impact on the world.