

# COMMUNICATION

## (COMBA)

The B.A. major in Communication offers a broad study of all forms of public communication within a liberal arts context. It is designed to prepare students for careers in corporate communication, law, print and broadcast journalism, advertising, public relations, education, and media production by providing an interdisciplinary study of spoken, written, visual, and technically mediated messages.

In addition to diverse coursework, the major offers communication students valuable hands-on experience through the weekly newspaper, *The Behrend Beacon*, state-of-the-art digital video production equipment, and internships with local corporations, media outlets, advertising agencies, and non-profit organizations. Recent senior interns have capped their undergraduate work at sites such as the following:

Bensur Advertising	Marvel Comics	Community Blood Bank
<i>Erie Times News</i>	Erie Metropolitan Transit	Zippo Industries
Behrend Sports Information	Altman-Hall Associates	WSEE (CBS Affiliate)
Image Sports	Erie Otters (Ontario Hockey League)	United Way
Erie School District	WJET/Fox 66 (ABC Affiliate)	Valley News Dispatch

## CAREER OPPORTUNITIES

Graduates have become attorneys, teachers, broadcasters, writers, marketers, journalists, managers, pastors, coaches, sports information directors, as well as serving in a wide variety of corporate and professional fields. Some have also successfully pursued graduate studies at the masters and doctoral levels at leading American universities. The following list represents just a sample of alumni placements:

Verizon	Harborcreek Youth Services	Erie Insurance	Children's Hospital
Toshiba International	YMCA	American Express	WJET/Fox66
Millcreek Mall	Erie Seawolves	Yale University	Welch Foods
PNC Bank	Exxon/Mobil	WPXI	Channellock
<i>Erie Times News</i>	US Air Force	North Allegheny Schools	General Electric
USX	Cisco Systems	Mercyhurst College	Home Depot
Corry Publishing	City College of New York	Revlon	Five Star International
Bensur Advertising	Erie Zoo	WSEE-TV	Duke University
Ford Motors	Ketchum Advertising	Mercy Center for Women	UPMC
Proctor and Gamble	Northwestern University	Carnegie Mellon	Purdue University
PA Dept. of Labor	Sprint PCS	PA State Police	Zurn Industries

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[pennstatebehrend.psu.edu/communication](http://pennstatebehrend.psu.edu/communication)

# COMMUNICATION

(B.A., 120 credits)

Students should review their degree audits via eLion at <http://eLion.psu.edu>

## General Education (45 credits)

### WRITING/SPEAKING (9 cr)

ENGL 015 or 030H (GWS) \_\_\_\_\_ (3)

ENGL 202A, B, C, or D (GWS) \_\_\_\_\_ (3)

CAS 100A, B, C, or H (GWS) \_\_\_\_\_ (3)

### QUANTIFICATION (6 cr)

any GQ course \_\_\_\_\_ (3)

CMPSC 203 \_\_\_\_\_ (3)

### NATURAL SCIENCES (9 cr)

Students may complete any 9 credits of GN sciences as long as one course contains a lab.

\_\_\_\_\_ (3)

\_\_\_\_\_ (3)

\_\_\_\_\_ (3)

Lab course \_\_\_\_\_

### HEALTH AND PHYSICAL ACTIVITY (3 cr)

Students may complete any 3 credits of GHA as long as the total equals 3 or more credits.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ARTS (6 cr)

GA courses

\_\_\_\_\_ (3)

\_\_\_\_\_ (3)

### HUMANITIES (6 cr)

GH courses

\_\_\_\_\_ (3)

\_\_\_\_\_ (3)

### SOCIAL/BEHAVIORAL (6 cr)

GS courses

\_\_\_\_\_ (3)

\_\_\_\_\_ (3)

### Additional Graduation Requirements

First-Year Seminar (Included in electives) \_\_\_\_\_ (1)

Writing Across the Curriculum in the major (W)\*\* \_\_\_\_\_ (3)

International Cultures (IL)\*\*+ \_\_\_\_\_ (3)

United States Cultures (US)\*\*+ \_\_\_\_\_ (3)

\*\*Can also be counted toward General Education or major requirements.

+ Effective for students enrolling in or after summer session 2005.

## Bachelor of Arts Degree Requirements (12–24 credits)

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**FOREIGN LANGUAGE (0–12 credits):** students must attain 12<sup>th</sup> credit level proficiency.

\_\_\_\_\_ (4) \_\_\_\_\_ (4) \_\_\_\_\_ (4)

This requirement is governed by a placement policy dictated by the number of levels of foreign language completed prior to admission to college.

### B.A. KNOWLEDGE DOMAINS (9 credits)

Formerly, students were required to complete 3 credits in each of three domains (Arts, Humanities, Social & Behavioral Sciences). Effective Summer 2005, students are permitted to complete all 9 credits in any one of six domains or a combination thereof, but *courses may not be taken in the area of the*

*student's primary major.* The six domains are Arts (GA), Humanities (GH), Social & Behavioral Sciences (GS), Natural Sciences (GN), Quantification (GQ), and Foreign Language *if* the coursework is in a second foreign language or beyond the 12<sup>th</sup> credit proficiency of the first foreign language.

\_\_\_\_\_ (3) \_\_\_\_\_ (3) \_\_\_\_\_ (3)

See complete list of courses at: <http://www.psu.edu/bulletins/bluebook/gened/bad.html>

### OTHER CULTURES (3 cr)† \_\_\_\_\_

†Cannot be used to satisfy the U.S. & International Cultures requirement. See: <http://www.psu.edu/bulletins/bluebook/gened/bad.html#OCUL>

**REQUIREMENTS FOR THE MAJOR (48 credits)**

This includes 3 credits of General Education courses: 3 credits of GQ courses.

**PRESCRIBED COURSES (12 credits) [1]**

CMPSC 203 (GQ) or equivalent	___ (3)
CAS 204	___ (3)
COMM 242	___ (3)
COMM 315	___ (3)

**ADDITIONAL COURSES (21–24 credits)**

CAS 101 or CAS 202	___ (3)
CAS 201 or CAS 375	___ (3)
CAS 212 or CAS 352	___ (3)
COMM 100 or COMM 118	___ (3)
COMM 260W or COMM 421W	___ (3)
COMM 410 or CAS 471 (IL)	___ (3) [1]
COMM 494 or COMM 495	___ (3–6) [1]

**SUPPORTING COURSES (12-15 credits)**

Select 12-15 credits of CAS or COMM courses from the department-approved list, 9 credits must be at the 400 level. [1] (Student may count up to 3 credits of COMM 001, 002, 003.)

_____	___ (3)
_____	___ (3)
_____	___ (3)
_____	___ (3)
_____	___ (3)

**ELECTIVES (6–18 credits)**

_____	___ (3)
_____	___ (3)
_____	___ (3)
_____	___ (3)
_____	___ (1–4)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

## SAMPLE COURSES OFFERED

CAS 101 Introduction to Human Communication	COMM 242 Basic Video/Filmmaking
CAS 175 Persuasion and Propaganda	COMM 250 Film History and Theory
CAS 201 Introduction to Rhetorical Theory	COMM 260W News Writing and Reporting
CAS 202 Introduction to Communication Theory	COMM 315 Media Writing
CAS 203 Interpersonal Communication	COMM 320 Introduction to Advertising
CAS 204 Communication Research Methods	COMM 346 Screenwriting
CAS 212 Professional Public Speaking	COMM 360 Broadcast Journalism
CAS 283 Introduction to Communication Technology	COMM 370 Introduction to Public Relations
CAS 340 Communication and Civility	COMM 410 International Mass Communication (US;IL)
CAS 352 Organizational Communication	COMM 411 Cultural Aspects of Mass Media
CAS 360 Communication for Teachers	COMM 412 Sports, Media and Society
CAS 411 Rhetorical Criticism	COMM 421W Advertising Problems
CAS 426W Media Ethics	COMM 422 Advertising Media Planning
CAS 450W Group Communication Theory	COMM 424 Advertising Campaigns
CAS 452W Organizational Communication Theory	COMM 440 Advanced Production Technology
CAS 455 Gender and Communication	COMM 451 Studies in American Film
CAS 471 Intercultural Communication (US;IL)	COMM 460 Advanced Reporting Methods
CAS 478 Contemporary Political Rhetoric	COMM 462 Feature Writing
COMM 001 Newspaper Practicum	COMM 470B Convergent Media: Television
COMM 002 Newspaper Editors	COMM 471 Public Relations Media and Methods
COMM 100 Media and Society	COMM 472 Public Relations Event Planning
COMM 150 Cinema Art	COMM 494 Senior Project
COMM 160 Grammar for Journalism	COMM 495 Internship
COMM 180 Survey of Broadcasting and Cable	ENGL 215 Article Writing
COMM 205 Women, Minorities and Media	ENGL 420 Writing for the Web

### Full-Time Communication Faculty

**Ms. Anne Campbell** (*M.Ed., Texas A&M University*) Lecturer, teaches public speaking, small group communication and forensics.

**Dr. Ursula Davis** (*Ph.D., University of Pittsburgh*), Assistant Professor, teaches courses in public relations, film and global mass media.

**Dr. David Kahl, Jr.** (*Ph.D., North Dakota State University*), Assistant Professor, teaches public speaking, small group communication and instructional communication.

**Dr. Colleen Kelley** (*Ph.D., University of Oregon*), Associate Professor, teaches rhetoric, political communication and gender issues in communication.

**Mr. William McLean** (*M.A., University of Pittsburgh*), Lecturer, teaches public speaking, persuasion, and media and society.

**Dr. Miriam McMullen-Pastrick** (*Ph.D., University of Denver*), Lecturer, teaches public speaking, small group and organizational communication, human communication theory.

**Mr. Mark Steensland** (*M.F.A., Chapman University School of Film and Television*), Lecturer, teaches film production, audio-video production, media technology, screenwriting and media and society.

**Dr. Mel Sundin** (*Ph.D., Rensselaer Polytechnic Institute*), Assistant Professor, teaches advertising, public relations and public speaking.

**Dr. Rod Troester** (*Ph.D., Southern Illinois University*), Associate Professor, teaches interpersonal communication, organizational communication, communication research and serves as Director of the Janet Neff Sample Center for Manners and Civility.

**Ms. Kimberly Young** (*Ph.D. candidate Duquesne University*), Lecturer in Communication, teaches journalism, broadcasting and media ethics, and advises the student newspaper, *The Behrend Beacon*.

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**This publication is available in alternative media upon request.** Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.