

# COMMUNICATION

(COMBA – B.A., 120 credits)

The B.A. major in Communication offers a broad-based study of all forms of 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 studios, BVZ our Internet radio station, and internships with local corporations, media outlets, advertising agencies, and non-profit organizations. Recent interns have complemented their undergraduate work at sites such as the following:

- Bensur Advertising
- Marvel Comics
- Community Blood Bank
- *Erie Times-News*
- Pittsburgh Post Gazette
- March of Dimes
- Behrend Sports Information
- GE Transportation Systems
- WSEE-TV
- American Heart Association
- Erie Otters
- LEAF (Lake Erie Arboretum Foundation)
- Peek'n Peak Resort
- WJET/Fox 66
- Cumulus Media

## CAREER OPPORTUNITIES

Graduates have become advertising account executives, videographers, public relations specialists, social media managers, human resource managers, teachers, broadcasters, writers, marketers, journalists, managers, pastors, coaches, and sports information directors. Some have also successfully pursued graduate studies at the masters and doctoral levels at leading universities. The following list represents just a sample of alumni placements:

- PA Dept. of Labor
- Northwestern University
- Erie Insurance
- University of Michigan
- PA State Police
- Scott Enterprises
- Purdue University
- WJET/Fox66
- Duke University
- Erie Seawolves
- UPMC-Hamot
- Welch Foods
- PNC Bank
- Exxon/Mobil
- WICU-TV
- Channellock
- *Erie Times-News*
- US Air Force
- North Allegheny Schools
- GE Transportation
- Proctor and Gamble
- Cisco Systems
- Erie Children's Museum
- Home Depot
- Corry Publishing
- Carnegie Mellon
- Ford Motors
- Smuckers Foods
- Bensur Advertising
- Erie Zoo
- WSEE-TV
- Zurn Industries
- Mercy Center for Women Foundation

**Program Chair: Dr. Rod Troester, 814-898-6442, rlt5@psu.edu**  
behrend.psu.edu/communication

## GENERAL EDUCATION (45 credits)

### Key to Symbols

\* Students may complete any 9 credits of GN sciences.

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

\*\*\* A student may request an exception in order to establish a focus in one area. For example, a student may opt to take one course in the Social and Behavioral Sciences, two in the Arts, and three in the Humanities—referred to as the 3-6-9 sequence.

Writing/Speaking Courses (9 credits)	Your Courses	Credits
ENGL 015 or 030H (GWS)		3
ENGL 202A, B, C or D (GWS) [202D Recommended]		3
CAS 100A, B, C, or H (GWS)		3
Natural Science Courses (GN)* (9 credits)	Your Courses	Credits
		3
		3
		3
Quantification Courses (GQ) (6 credits)	Your Courses	Credits
MATH 021 or STAT 200 [Recommended]		3
		3
Health and Physical Activity (GHA)** (3 credits)	Your Courses	Credits
		1.5
		1.5
Arts Courses (GA)*** (6 credits)	Your Courses	Credits
GD 100 [Recommended]		3
		3
Humanities Courses (GH)*** (6 credits)	Your Courses	Credits
		3
		3
Social/Behavioral Courses (GS)*** (6 credits)	Your Courses	Credits
		3
		3

## Additional Graduation Requirements

### Key to Symbols

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

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

Course Type: Additional Requirements	Your Courses	Credits
First-Year Seminar (Included in electives or general education)		1
Writing Across the Curriculum in the major (W)**		3
International Cultures (IL)**+		3
United States Cultures (US)**+		3

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

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

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

Courses: Foreign Language	Credits
	4
	4
	4



## **SCHEDULING PATTERNS FOR COURSES NOT TAUGHT EACH SEMESTER:**

All courses in the prescribed and “additional” categories are offered each year, some spring and some fall. Supporting courses are offered in a 2 year sequence such that during a student’s junior and senior year he/she has the opportunity to take most all of the coursework offered by the communication program.

### **SUPPORTING COURSE CONCENTRATIONS**

<b>Communication Studies (Select 2-3 Courses)</b>	<b>Your Courses</b>	<b>Credits</b>
<b>Corporate Communication Area:</b> CAS 250, CAS 252, CAS 271, CAS 340, CAS 352, CAS 360, CAS 426W, CAS 450W		3
<b>Interpersonal and Small Group Communication Area:</b> CAS 203, CAS 250, CAS 271, CAS 360, CAS 450W		3
<b>Rhetoric and Public Address Area:</b> CAS 201, CAS 212, CAS 272, CAS 302, CAS 375, CAS 404, CAS 415, CAS 478		3

<b>Strategic Communication (Select 2-3 Courses)</b>	<b>Your Courses</b>	<b>Credits</b>
<b>Advertising Area:</b> COMM 320, COMM 372, COMM 421W, COMM 422, COMM 424		3
<b>Public Relations Area:</b> COMM 370, COMM 372, COMM 471, COMM 472, COMM 473		3
		3

<b>Journalism and Media Production (Select 2-3 Courses)</b>	<b>Your Courses</b>	<b>Credits</b>
<b>Filmmaking Area:</b> COMM 242, COMM 436, COMM 337W, COMM 338, CAS 415		3
<b>Broadcast Journalism Area:</b> COMM 260W, COMM 282, COMM 360, COMM 406, COMM 470A-B-C		3
<b>Multimedia Area:</b> GD 100, COMM 270, COMM 470A-B-C, COMM 481		3

**For a full list of Faculty in the School of Humanities and Social Sciences, visit <http://psbehrend.psu.edu/school-of-humanities-social-sciences/faculty-staff-directory>**

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