

COMMUNICATIONS, B.A. (CAPITAL)

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Harrisburg

Program Description

Communications is an interdisciplinary program that combines practical, professional instruction with critical and cultural examinations of mass media. Our interdisciplinary and theoretical approach enables our students to understand the contextual relationships between contemporary media and ethics, history, drama, and art, as well as the mechanics of emerging information technologies. We feature small classes, a multidisciplinary faculty with real-world professional experience, high-technology laboratories, and an excellent location for media internships. This major prepares students for careers in areas such as public relations, journalism, graphic design, photography, new media, advertising, media production, and telecommunications. Because of our analytical approach, students can use the major to prepare for postgraduate studies.

What is Communications?

Communications is an academic discipline that deals with the creation and distribution of messages through media such as books, newspapers, television, radio, film, video games, social media, and the internet. Communications also involves studying how written text, speech, photography, video, and interactive content are used within professional fields including marketing, advertising, public relations, corporate communications, news media and digital journalism, and film.

You Might Like This Program If...

- You enjoy writing, design, photography, or film/video production.
- You enjoy solving problems or influencing others with your ability to create messages.
- You are interested in a career in public relations, journalism, graphic design, advertising, multimedia production.