



PennState
Donald P. Bellisario
College of Communications

MAJORS

AD/PR (Advertising Option)

Students in this option learn how strategically developed advertising impacts the mass media, how it is used by consumers in making purchase decisions, and how it is controlled and regulated. They combine this knowledge with the art of persuasive storytelling to create concepts and craft copy for various media, including digital, outdoor, print, radio and TV. Through hands-on core classes, students then learn to develop campaign direction and think strategically to suggest appropriate creative media and promotional strategies, as well as marketing materials to achieve predetermined goals using current technology and software.



AD/PR (Public Relations Option)

Students who complete the public relations option focus on both economic and social aspects of public relations, preparing to pursue careers in business, communications, mass media or a variety of other areas. Students gain experience through classroom instruction and hands-on, real-life opportunities. In capstone courses, students work with clients and learn how to build a public relations campaign. They complete market research and craft news releases, public service announcements, pitch letters and assemble media kits. Our top-notch faculty also work with students in growing parts of the industry, including digital media trends and analytics.

JOURNALISM

Students in the major may specialize in broadcast, digital and print or photojournalism, with an emphasis across the specializations on multimedia storytelling. Students learn to write facts-based journalism, craft compelling broadcast scripts, or frame and edit images for TV, online or print outlets. Professionally focused classes prepare students for an ever-changing and important industry that marries a tradition of history-as-it-happens with cutting-edge technology and information delivery. Courses in the major emphasize an ethical approach and a grounding in professional procedures. The first-of-its-kind John Curley Center for Sports Journalism also provides special experiences and programming as an option for those interested.



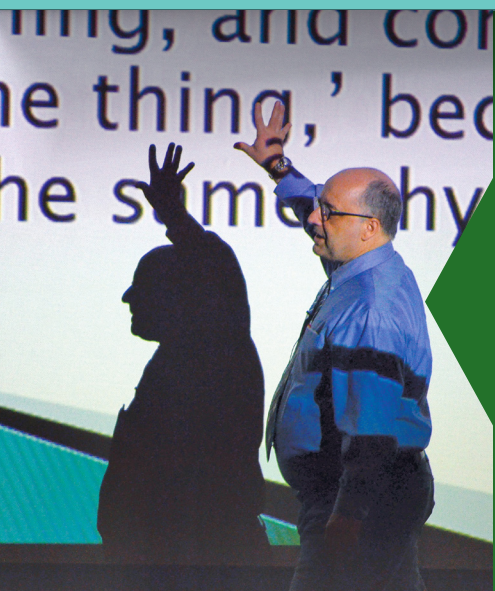
FILM PRODUCTION

Students in the film-video major develop an understanding of all aspects of the film and video production process while exploring narrative, documentary and alternative forms. Utilizing state-of-the-art equipment, students gain hands-on experience as writers, producers, directors, cinematographers and editors. The major emphasizes personal expression and collaboration along with the technical and creative skills needed to succeed in a career in media production. Faculty members in the major are working professionals who emphasize critical thinking and the development of ideas while offering students in-depth study of writing and production.



MEDIA STUDIES

Students study the role and impact of the media on society in this theory-based, research-driven major. Students explore the relationship between media and the public, analyze media messages and technologies, and examine their effects on individuals and cultures. Coursework covers a wide range of topics, including message analysis, media psychology, public opinion, global media, film studies, game studies and human-computer communication. Students can customize their studies by specializing in film and television studies, media effects, international communications, or society and culture. Graduates often go on to work in the media industry, with government or international agencies, or continue their education in graduate school.



TELECOMMUNICATIONS AND MEDIA INDUSTRIES

Students in the major benefit from a mix of hands-on, professional opportunities and theoretical work. Students explore fundamental issues and current industry practices, with an emphasis on developing the skills to become leaders in all forms of electronic media, including broadcast and cable TV, the internet, radio and telephony. Through hands-on, real-life experiences students conceive and complete projects such as webcasts of the annual Penn State Homecoming parade and the Penn State Dance Marathon (THON). Students may specialize in law and policy, management and entrepreneurship, or programming and production.



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