

PART II

Standard 2. Curriculum and Instruction



PennState
Donald P. Bellisario
College of Communications

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Part II, Standard 2. Curriculum and Instruction

Make the following documents available in a digital format with this self-study report:

- a complete set of syllabi for all courses offered by the unit at the time of the site visit, the immediate past regular term, and the immediate past summer and special session.

In the workroom, provide printed copies of syllabi for the courses offered by the unit during the semester/quarter of the visit.

Executive summary:

- The College offers five undergraduate degrees in residence: Advertising/Public Relations, Film Production, Journalism, Media Studies, and Telecommunications and Media Industries. It also offers two online degrees, Digital Journalism and Media, and Strategic Communications.
- The university's requirements for Bachelor of Arts degrees enable the College to maintain its commitment to incorporating liberal arts and sciences into the curriculum – 70-80 credits earned toward our degrees fall within the liberal arts and sciences.
- ACEJMC's 10 professional values and competencies are the foundation of the College's annual Student Learning Assessment program. The assessment program ensures an ongoing balance of theory and application in the classroom, and it provides the mechanism for making quality improvements in the curriculum.
- The College provides monthly faculty engagement activities to expose instructors to new digital tools and activities as well as address other development needs. The departments actively engage with industry partners to stay ahead of trends in the professions and to bring new content into the classroom.
- The Bellisario Media Center, a state-of-the-art facility, offers ample opportunities for students to engage with current media tools and learn a broad range of current media skills.
- Department heads and curriculum coordinators work with the faculty to ensure there is consistency in courses with multiple sections, including similar readings, assignments, learning modules, classroom activities, and final projects.
- The College had an official enrollment of 2,772 students in Fall 2024 and managed to maintain a reasonable student-to-faculty ratio. Skills classes do not exceed a 20-1 ratio.
- The Office of Internships and Career Placement carefully selects internship sites and monitors the work of students to ensure they are having a worthwhile internship experience.

Please respond to each of the following instructions:

1. Use the following format to provide an outline of the curriculum required for the major and for each of the unit's specializations. Add lines for courses and categories as needed. Provide course titles, not just course numbers. Site team members will not be familiar with course numbers.

The College offers five undergraduate degrees in residence: Advertising/Public Relations, Film Production, Journalism, Media Studies, and Telecommunications and Media Industries. Four majors have a professional orientation while Media Studies has an academic orientation but serves students from across the College who take its conceptual courses. Media Studies students, in turn, regularly enroll in professional courses and complete professional internships. The College also offers two online degrees, Digital Journalism and Media, and Strategic Communications.

Students who are accepted into the College in their first year are designated as "Comm Pre-Majors." Students must have a 2.0 cumulative grade point average after taking 30 credits to be accepted into the Journalism, Media Studies or Telecommunications majors. The Advertising/Public Relations and Film Production majors have additional entrance requirements. Students may take the College's 100-, 200-, and even 300-level introductory courses before they are officially accepted into the major if they meet prerequisite requirements.



Advertising/Public Relations

This major is designed to provide a balance of theory, research, and practice. The course sequence provides professional skills courses in conjunction with applied theory and critical evaluative courses. Students develop an understanding of the role and effect of advertising and public relations within the business, social, and political arenas. Students develop abilities and skills that prepare them for a wide range of professional opportunities that include: media planning and media relations, creative, research, and client services. Analytical abilities are equally stressed throughout the curriculum. Critical thinking skills, creative problem-solving, ethics and the need to justify decisions are developed. Theory and practice from a wide range of disciplines, including business, behavioral sciences, and applied statistics, are used to equip the students to make informed decisions in a dynamic environment.

The demand from students pursuing Advertising/Public Relations exceeds department resources. The Advertising/Public Relations major is considered an administratively enrollment controlled major. The Bellisario College has a goal of admitting 310-320 students for each junior class. All students follow the entrance-to-major process. The path for approval for Advertising/Public Relations is as follows:

- enrolled in the Donald P. Bellisario College of Communications or the Division of Undergraduate Studies (undecided)
- 40-68 graded Penn State credits (excludes transfer and AP credits)
- completed with a grade of C or better: ENGL 15 (or a university equivalent), ECON 102
- earned a minimum cumulative grade-point average (GPA) of 3.20
 - Advertising Option: All courses in the advertising option emphasize the critical importance of integrated communication. The objective of the curriculum is to prepare students for entry-level opportunities in the advertising profession and to train them for eventual managerial roles where an understanding of integrated communication concepts is essential. The program reflects an integrated marketing communications approach to the design, implementation and evaluation of advertising messages. In addition to mastering the core professional courses, students are expected to have an understanding of the convergence of mass communication theory and practice and are encouraged to select from courses in communication theory, communication law, mass media history, ethics, and the impact of advertising and public relations on society.
 - Public Relations Option: The public relations curriculum prepares students for the challenges of public relations practice in a highly competitive, technological, multicultural, and global environment. In their courses, students study the role and function of public relations in building ethical and mutually beneficial relations between organizations and their constituent publics through understanding, credibility, and trust. Students complete a core set of courses that include news writing, introduction to public relations, public relations writing, advertising/public relations research, digital public relations, and public relations campaigns. Because of the critical importance of journalistic writing skills and an understanding of news media ethics, public relations majors are encouraged to take additional journalism courses to fulfill their communication electives.

Advertising/Public Relations, Advertising Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 25-35 credits

Core Courses for All Students in Advertising Option (11 credits)

COMM 160 Basic News Writing Skills (1 credit)

ECON 102 Introductory Microeconomic Analysis and Policy (3 credits)

PSYCH 100 Introductory Psychology (3 credits)

STAT 200 Elementary Statistics (4 credits)



Additional courses in track/sequence that all students in track/sequence must take (21 credits)

Prescribed Courses (15 credits)

- COMM 320 Introduction to Advertising (3 credits)
- COMM 420 Research Methods in Advertising and Public Relations (3 credits)
- COMM 421W Advertising Creative Strategies (3 credits)
- COMM 422 Advertising Media Planning (3 credits)
- COMM 424 Advertising Campaigns (3 credits)

Additional Courses/Theory Courses (6 credits)

- COMM 305 Introduction to Critical Studies of Media (3 credits)
- COMM 370 Public Relations (3 credits)
- COMM 373 Crises Communications in Public Relations (3 credits)
- COMM 410 International Mass Communications (3 credits)
- COMM 417 Ethics and Regulation in Advertising and Public Relations (3 credits)
- COMM 418 Media Effects: Theory and Research (3 credits)
- COMM 425 Advanced Advertising Campaigns (3 credits)
- COMM 426 International and Intercultural Strategic Communication (3 credits)
- COMM 427 Client/Agency Relations (3 credits)
- COMM 468 Graphic Applications in Print Communications (3 credits)
- COMM 495 Internship (1-3 credits)
- COMM 496 Independent Studies (1-6 credits)
- COMM 499 Foreign Study (3 credits)

Approved Substitutions for Additional Courses

- COMM 375 AD/PR Strategy (3 credits)
- COMM 412 Sports, Media and Society (3 credits)

Elective course or courses that must be taken within the track/sequence

Supporting Course in Related Area (3 credits)

COMM XXX Students may choose any course from the COMM subject at any level.

Elective courses that must be taken within the program

Not applicable

Required outside of the accredited units:

- General Education: 45 credits
- Bachelor of Arts: 12-24 credits
- Electives: 16-38 credits (range based on # of credits required for Bachelor of Arts as well as 10 credits in CORE courses satisfying general education requirements).

Advertising/Public Relations, Public Relations Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 28-38 credits



Core Courses for All Students in the Public Relations option (11 credits)

- COMM 160 Basic News Writing Skills (1 credit)
- ECON 102 Introductory Microeconomic Analysis and Policy (3 credits)
- PSYCH 100 Introductory Psychology (3 credits)
- STAT 200 Elementary Statistics (4 credits)

Additional courses in track/sequence that all students in track/sequence must take (24 credits)

Prescribed Courses for PR Option (18 Credits)

- COMM 260W News Writing and Reporting (3 credits)
- COMM 370 Public Relations (3 credits)
- COMM 372 Digital Public Relations (3 credits)
- COMM 420 Research Methods in Advertising and Public Relations (3 credits)
- COMM 471 Public Relations Media and Methods (3 credits)
- COMM 473 Public Relations Campaigns (3 credits)

Additional Courses/Theory Courses (6 credits)

- COMM 305 Introduction to Critical Studies of Media (3 credits)
- COMM 320 Introduction to Advertising (3 credits)
- COMM 373 Crises Communications in Public Relations (3 credits)
- COMM 410 International Mass Communications (3 credits)
- COMM 417 Ethics and Regulation in Advertising and Public Relations (3 credits)
- COMM 418 Media Effects: Theory and Research (3 credits)
- COMM 425 Advanced Advertising Campaigns (3 credits)
- COMM 426 International and Intercultural Strategic Communication (3 credits)
- COMM 427 Client/Agency Relations (3 credits)
- COMM 468 Graphic Applications in Print Communications (3 credits)
- COMM 495 Internship (3 credits)
- COMM 496 Independent Studies (3 credits)
- COMM 499 Foreign Study – Mass Communications (3 credits)

Approved Substitutions for Additional Courses

- COMM 375 AD/PR Strategy (3 credits)
- COMM 412 Sports, Media and Society (3 credits)

Elective course or courses that must be taken within the track/sequence

- Supporting courses in related area (3 credits)
- COMM XXX Students may choose any course from the COMM subject at any level.

Elective courses that must be taken within the program

Not applicable

Required outside of the accredited units:

- General Education: 45 credits
- Bachelor of Arts: 12-24 credits
- Electives: 13-35 credits (range based on # of credits required for Bachelor of Arts as well as 10 credits in CORE courses satisfying general education requirements.)



Digital Journalism and Media (online)

The Digital Journalism and Media degree, offered via the World Campus, prepares students for the fast-changing field of digital journalism and other web-based communications careers, including multimedia storytelling, digital production and digital media management. This major, as structured, requires courses in writing, law, ethics and multimedia skills in its core. There are three suggested pathways of courses that allow students to develop expertise in certain subject areas within mass communications: Digital Journalism, Visual Media and Media Management. They will understand the industries that operate in today's societies and be prepared for jobs as writers, content producers, leaders and policy makers.

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 40 credits

Prescribed Courses (19 credits)

- COMM 160 Basic News Writing Skills (1 credit)
- COMM 180 Survey of Electronic Media and Telecommunications (3 credits)
- COMM 260W News Writing and Reporting (3 credits)
- COMM 269 Photojournalism (3 credits)
- COMM 271 Principles of Journalism (3 credits)
- COMM 280 Introduction to Telecommunications Technologies (3 credits)
- COMM 310 Digital Media Metrics (3 credits)
- COMM 364 Data Visualization for Journalists (3 credits)
- COMM 409 News Media Ethics (3 credits)

Additional courses DATA (3 credits)

- COMM 310 Digital Media Metrics (3 credits)
- COMM 364 Data Visualization for Journalists (3 credits)

Additional courses LAW (3 credits)

- COMM 403 Law of Mass Communications (3 credits)
- COMM 492 Internet Law and Policy (3 credits)

Additional Courses PRODUCTION/WRITING (3 credits)

- COMM 282 Television Field Production (3 credits)
- COMM 460W Reporting Methods (3 credits)
- COMM 467 News Editing and Evaluation (3 credits)

Supporting Courses/Related Areas (12 credits)

- COMM 228 Introduction to Science Writing and Communication (3 credits)
- COMM 380 Telecommunications Management (3 credits)
- COMM 461 Magazine Writing (3 credits)
- COMM 469 Photography for the Mass Media (3 credits)
- COMM 481 Visual Storytelling for Journalists (3 credits)



Required outside of the accredited unit:

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 11-23 credits (range based on # of credits required for Bachelor of Arts)

Film Production

The Film Production major is designed to serve students whose primary interest is the art of creative storytelling through film and video production. It offers an integrated curriculum in which historical, critical, and theoretical studies parallel the hands-on teaching of production and aesthetics. The major provides a broad liberal arts background with introductory courses in film history and practice. The course sequence gives students a foundation in production techniques and professional practice for both narrative and documentary production with the flexibility to pursue an area of emphasis at the advanced level. Creative collaboration skills are emphasized at all levels of production. The major prepares students with the practical, interpersonal, and professional skills for successful careers in film, television, and media-related industries.

The demand from students pursuing Film Production exceeds department resources. The Film Production entrance to major is through [academic controls](#). The Bellisario College has a goal of admitting 70-80 students for each junior class. All students follow the [entrance-to-major process](#). The path for approval for Film Production is as follows:

- Minimum Cumulative GPA: 3.00
- Minimum third semester classification
- Courses required with a grade of B or better: [COMM 150N](#), [COMM 242](#)
- Students not meeting the requirements above may pursue a [portfolio review](#). Students are aware there are limited spaces based on the number of students meeting the entrance to major requirements.

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 33 credits

Prescribed Courses (15 credits)

COMM 150N/Q The Art of the Cinema (3 credits)

COMM 242 Basic Video/Filmmaking (3 credits)

COMM 333 Film History for Filmmakers (3 credits)

COMM 340 Intermediate Cinematography and Editing Techniques (3 credits)

COMM 342W Idea Development and Media Writing (3 credits)

Additional course in track/sequence that all students in track/sequence must take: (18 credits)

Select 6 credits of 300-level Production

COMM 337 Intermediate Documentary Production (3 credits)

COMM 338 Intermediate Narrative Production (3 credits)

COMM 339 Intermediate Alternative Production (3 credits)

Select 3 credits of 400-level Production

COMM 437/437A Advanced Documentary Production (3 credits)

COMM 438 Advanced Narrative Production (3 credits)



COMM 439 Advanced Alternative Production (3 credits)

COMM 448 Advanced Group Production I (3 credits)

Select 9 credits (Advanced Production or 400-level Additional)

COMM 346 Writing for the Screen I (3 credits)

COMM 437/437A Advanced Documentary Production (3 credits)

COMM 438 Advanced Narrative Production (3 credits)

COMM 439 Advanced Alternative Production (3 credits)

COMM 440 Advanced Cinematography and Lighting Techniques (3 credits)

COMM 443 Producing Workshop (3 credits)

COMM 444 Advanced Post-Production Techniques (3 credits)

COMM 445 Directing Workshop (3 credits)

COMM 446 Writing for the Screen II (3 credits)

COMM 448 Advanced Group Production I (3 credits)

COMM 449 Advanced Group Production II (3 credits)

Elective course or courses that must be taken within the track/sequence

Non applicable

Elective courses that must be taken within the program

Non applicable

Required outside of the accredited unit:

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 18-30 credits (range based on # of credits required for Bachelor of Arts)

Journalism

The Journalism major provides students with the critical thinking, professional, ethical, and legal skills that will enable them to enter positions in all areas of journalism. Students in Journalism also must take a university-approved minor, with at least 12 credits outside the major. The major emphasizes applied work that contributes to the greater journalism industry and gives students real-world experience. Examples include work done by students in: Centre County Report, the broadcast capstone class; the John Curley Center for Sports Journalism, which regularly partners with major professional media outlets; and the News Lab at Penn State, where students do investigative work with an emphasis on reporting in rural areas. There are three options in the major.

- The Broadcast option is designed for students interested in radio, television, and/or multimedia journalism as a reporter, editor, or producer. Students are trained in the techniques of audio/video and online reporting and editing.
- The Digital and Print-Online option is designed for students interested in newspaper, magazine and/or multimedia journalism as a reporter, editor, or producer. Students are trained in the techniques of print and online reporting and editing.
- The Photojournalism option is designed for students interested in photo and/or multimedia journalism as a photographer, editor or producer. Students are trained in the techniques of still/video photography and editing.



Journalism Major, Broadcast Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 31 credits

Prescribed Courses for all JOURNALISM majors (13 credits)

- COMM 160 Basic News Writing Skills (1 credit)
- COMM 260W News Writing and Reporting (3 credits)
- COMM 271 Principles of Journalism (3 credits)
- COMM 403 Law of Mass Communications (3 credits)
- COMM 409 News Media Ethics (3 credits)

Prescribed courses in the BROADCAST OPTION (6 credits)

- COMM 360 Radio Reporting (3 credits)
- COMM 362 Podcasting (3 credits)
- COMM 364 Data Visualization for Journalists (3 credits)
- COMM 400 In the Game: TV Sports Magazine (3 credits)
- COMM 402 International Reporting (3 credits)
- COMM 465 Television Reporting (3 credits)
- COMM 466 Public Affairs Broadcasting (3 credits)
- COMM 480 Television News (6 credits)
- COMM 481 Visual Storytelling for Journalists (3 credits)
- COMM 495 Internship (3 credits)

Additional (theory-based) courses in the BROADCAST OPTION (6 credits)

- COMM 180 Survey of Electronic Media and Telecommunications (3 credits)
- COMM 205 Gender, Diversity and the Media (3 credits)
- COMM 401 Mass Media in History (3 credits)
- COMM 405 Political Economy of Communications (3 credits)
- COMM 407A Media and Government (3 credits)
- COMM 407B Perspectives on American Journalism (3 credits)
- COMM 410 Global Media, Culture, and Society (3 credits)
- COMM 411 Cultural Aspects of the Mass Media (3 credits)
- COMM 412 Sports, Media and Society (3 credits)
- COMM 419 World Media Systems (3 credits)
- COMM 494/494H Research Project or Teaching Assistant (3 credits)
- COMM 496/496H Independent Studies (3 credits)
- COMM 499 Foreign Study – Mass Communications (3 credits)

Required outside of the accredited unit:

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Minor: 18 credits (12 of these credits must be outside of the major). All students in the Journalism Major must complete a university-approved minor.

Electives: 2-14 credits (range based on # of credits required for Bachelor of Arts)



Journalism Major, Digital and Print Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 31 credits

Prescribed Courses for all JOURNALISM majors (13 credits)

- COMM 160 Basic News Writing Skills (1 credit)
- COMM 260W News Writing and Reporting (3 credits)
- COMM 271 Principles of Journalism (3 credits)
- COMM 403 Law of Mass Communications (3 credits)
- COMM 409 News Media Ethics (3 credits)

Prescribed courses in the DIGITAL AND PRINT OPTION (6 credits)

- COMM 460W Reporting Methods (3 credits)
- COMM 467 News Editing and Evaluation (3 credits)

Additional (skills-based) courses in the DIGITAL AND PRINT OPTION (6 credits)

- COMM 269 Photojournalism (3 credits)
- COMM 362 Podcasting (3 credits)
- COMM 364 Data Visualization for Journalists (3 credits)
- COMM 402 International Reporting (3 credits)
- COMM 461 Magazine Writing (3 credits)
- COMM 462 Feature Writing (3 credits)
- COMM 463 Newspaper Design (3 credits)
- COMM 464W Editorial, Opinion and Commentary Writing (3 credits)
- COMM 474 Depth Reporting (3 credits)
- COMM 481 Visual Storytelling for Journalists (3 credits)
- COMM 495 Internship (3 credits)

Additional (theory-based) courses (all options) (6 credits)

- COMM 180 Survey of Electronic Media and Telecommunications (3 credits)
- COMM 205 Gender, Diversity and the Media (3 credits)
- COMM 401 Mass Media in History (3 credits)
- COMM 405 Political Economy of Communications (3 credits)
- COMM 407A Media and Government (3 credits)
- COMM 407B Perspectives on American Journalism (3 credits)
- COMM 410 Global Media, Culture, and Society (3 credits)
- COMM 411 Cultural Aspects of the Mass Media (3 credits)
- COMM 412 Sports, Media and Society (3 credits)
- COMM 419 World Media Systems (3 credits)
- COMM 494/494H Research Project or Teaching Assistant (3 credits)
- COMM 496/496H Independent Studies (3 credits)
- COMM 499 Foreign Study – Mass Communications (3 credits)



Required outside of the accredited unit

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Minor: 18 credits. All students in the Journalism Major must complete a university-approved minor (12 of 18 credits must be outside of COMM)

Electives: 2-14 credits (range based on # of credits required for Bachelor of Arts)

Journalism Major, Photojournalism Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 31 credits

Prescribed Courses for all JOURNALISM majors (13 credits)

COMM 160 Basic News Writing Skills (1 credit)

COMM 260W News Writing and Reporting (3 credits)

COMM 271 Principles of Journalism (3 credits)

COMM 403 Law of Mass Communications (3 credits)

COMM 409 News Media Ethics (3 credits)

Prescribed courses in the PHOTOJOURNALISM OPTION (6 credits)

COMM 269 Photojournalism (3 credits)

COMM 469 Photography for the Mass Media (3 credits)

Additional (skills-based) courses in the PHOTOJOURNALISM OPTION (6 credits)

COMM 362 Podcasting (3 credits)

COMM 364 Data Visualization for Journalists (3 credits)

COMM 402 International Reporting (3 credits)

COMM 463 Newspaper Design (3 credits)

COMM 467 News Editing and Evaluation (3 credits)

COMM 468 Graphic Applications in Print Communications (3 credits)

COMM 481 Visual Storytelling for Journalists (3 credits)

COMM 495 Internship (3 credits)

Additional (theory-based) courses (all options) (6 credits)

COMM 180 Survey of Electronic Media and Telecommunications (3 credits)

COMM 205 Gender, Diversity and the Media (3 credits)

COMM 401 Mass Media in History (3 credits)

COMM 405 Political Economy of Communications (3 credits)

COMM 407A Media and Government (3 credits)

COMM 407B Perspectives on American Journalism (3 credits)

COMM 410 Global Media, Culture, and Society (3 credits)

COMM 411 Cultural Aspects of the Mass Media (3 credits)

COMM 412 Sports, Media and Society (3 credits)

COMM 419 World Media Systems (3 credits)



COMM 494/494H Research Project or Teaching Assistant (3 credits)

COMM 496/496H Independent Studies (1-6 credits)

COMM 499 Foreign Study – Mass Communications (3 credits)

Required outside of the accredited unit

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Minor: 18 credits. All students in the Journalism Major must complete a university-approved minor (12 of 18 credits must be outside of COMM)

Electives: 2-14 credits (range based on # of credits required for Bachelor of Arts)

Media Studies

This major is designed for students who wish to possess the analytic and critical skills needed to succeed in a professional world increasingly dominated by media. Students study how media impacts society in this theory-based, research-driven major. Students explore the relationship between media, society and culture, analyzing the effects of media and how changes in media technologies impact those effects. Coursework covers a range of topics that help cultivate comprehensive media literacy, including film and television studies, media psychology, public opinion, human-computer interaction, global social media, virtual reality, game studies and the impact of all on democracy. Students can customize their studies by specializing in film and television studies, media effects or society and culture. The major provides a broad education in the forms and content of mediated communications. Graduates go on to work in a range of media-related fields in the private and public sectors or continue their education in graduate school.

- The Film & Television Studies option is designed for students interested in studying the art, history, and criticism of film and television. Electives offer students the opportunity to pursue a related field, such as art, art history, creative writing, speech communication, or theater arts. This option merges aesthetics and social sciences and is appropriate for those seeking a more theoretical/critical approach to the study of film and video.
- The Media Effects option focuses on the social and psychological effects of media messages and technologies on emotions, attitudes, and behaviors. This includes the ways people intentionally make use of media as well as unintended consequences of media exposure, both positive and negative. Students progress through a general introduction to media effects to courses that emphasize more theoretical approaches and advanced applications in a variety of domains (e.g., social media, entertainment media, news media). A minor in a complementary area of study, such as Psychology or Sociology, is encouraged.
- The Society and Culture option allows students to learn about the political, economic, cultural and sociological impact of mediated communication and how the media technologies that we depend on developed historically. Depending on the student's interest, students tailor a program of courses within the major to meet their interest. These courses are usually selected in tandem with a minor or other supporting cluster of non-major courses in the area of specialization. Examples of themes include, but are not limited to, communication and the environment, communication and health campaigns, sports and the media, minorities and the media, and gender and the media. A minor in an area of specialization is encouraged and some areas, like Global Communications, offer a microcredential for graduates.

Media Studies Major, Film and Television Studies Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 39 credits

Core Courses for All Students in Program (21 credits)

COMM 100N The Mass Media and Society (3 credits)



COMM 205 Gender, Diversity and the Media (3 credits)
COMM 270 Introduction to Multimedia Production (3 credits)
COMM 304 Research Literacy and Media (3 credits)
COMM 305 Introduction to Critical Studies of Media (3 credits)
COMM 405 Political Economy of Communications (3 credits)
COMM 413W Media, Politics, and Civic Life (3 credits)

Additional course in track/sequence that all students in track/sequence must take (18 credits)

Prescribed Courses (9 credits)

COMM 150N The Art of the Cinema (3 credits)
COMM 242 Basic Video/Filmmaking (3 credits)
COMM 250 Film History and Theory (3 credits)

Additional Courses (9 credits)

COMM 451 Topics in American Film (3 credits)
COMM 452 Topics in International Cinema (3 credits)
COMM 453 Narrative Theory: Film and Literature (3 credits)
COMM 454 Documentary in Film and Television (3 credits)
COMM 455 Advanced Film Theory and Criticism (3 credits)
COMM 495 Internship (3 credits)
COMM 496 Independent Studies (3 credits)

Required outside of the accredited unit:

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 12-24 credits (range based on # of credits required for Bachelor of Arts)

Media Studies Major, Media Effects Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 36-39 credits

Core Courses for All Students in Program (21 credits)

COMM 100N The Mass Media and Society (3 credits)
COMM 205 Gender, Diversity and the Media (3 credits)
COMM 270 Introduction to Multimedia Production (3 credits)
COMM 304 Research Literacy and Media (3 credits)
COMM 305 Introduction to Critical Studies of Media (3 credits)
COMM 405 Political Economy of Communications (3 credits)
COMM 413W Media, Politics, and Civic Life (3 credits)

Additional course in track/sequence that all students in track/sequence must take: (18 credits)

Prescribed courses (9 credits)

COMM 118 Introduction to Media Effects Cinema (3 credits)
COMM 418 Media Effects: Theory and Research (3 credits)



PSYCH 100 Introductory Psychology (3 credits)

Additional Courses (3 credits)

COMM 110 Media and Democracy (3 credits)

COMM 150N The Art of the Cinema (3 credits)

COMM 180 Survey of Electronic Media and Telecommunications (3 credits)

COMM 320 Introduction to Advertising (3 credits)

COMM 403 Law of Mass Communications (3 credits)

COMM 412 Sports, Media and Society (3 credits)

Additional Courses (6 credits)

COMM 325 Effects of Digital Games (3 credits)

COMM 326 Effects of Social Media (3 credits)

COMM 327 Effects of Entertainment Media (3 credits)

COMM 328 Effects of Science, Environmental and Health Media (3 credits)

Required outside of the accredited unit:

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 12-27 credits (range based on # of credits required for Bachelor of Arts and if PSYCH 100 in major is counting as a general education requirement)

Media Studies Major, Society and Culture Option

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 39 credits

Core Courses for All Students in Program (21 credits)

COMM 100N The Mass Media and Society (3 credits)

COMM 205 Gender, Diversity and the Media (3 credits)

COMM 270 Introduction to Multimedia Production (3 credits)

COMM 304 Research Literacy and Media (3 credits)

COMM 305 Introduction to Critical Studies of Media (3 credits)

COMM 405 Political Economy of Communications (3 credits)

COMM 413W Media, Politics, and Civic Life (3 credits)

Additional course in track/sequence that all students in track/sequence must take: (18 credits)

Prescribed courses (3 credits)

COMM 411 Cultural Aspects of the Mass Media (3 credits)

Additional Courses (6 credits)

COMM 110 Media and Democracy (3 credits)

COMM 118 Introduction to Media Effects Cinema (3 credits)

COMM 150N The Art of the Cinema (3 credits)

Additional Courses (9 credits) *(at least 6 credits at the 400 level)*

COMM 170 Introduction to the Sports Industry (3 credits)



COMM 180 Survey of Electronic Media and Telecommunications (3 credits)
COMM 408 Cultural Foundations of Communications (3 credits)
COMM 409 News Media Ethics (3 credits)
COMM 410 Global Media, Culture, and Society (3 credits)
COMM 412 Sports, Media and Society (3 credits)
COMM 417 Ethics and Regulation in Advertising and Public Relations (3 credits)
COMM 418 Media Effects: Theory and Research (3 credits)
COMM 419 Comparative National Media in a Global Context (3 credits)
COMM 451 Topics in American Film (3 credits)
COMM 452 Topics in International Cinema (3 credits)
COMM 453 Narrative Theory: Film and Literature (3 credits)
COMM 454 Documentary in Film and Television (3 credits)
COMM 455 Advanced Film Theory and Criticism (3 credits)

Required outside of the accredited unit

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 12-24 credits (range based on # of credits required for Bachelor of Arts)

Strategic Communications (online)

The Strategic Communications online degree explores the theories, methods, and tools used to structure persuasive messages. The major includes an overview of strategic communications principles and concepts that set the stage for more advanced studies. Students learn about research and analytic techniques used to design and implement effective communication campaigns that are delivered via traditional and new media options. The use of digital technology and social media is emphasized. The program examines the dynamics of the political, legal, social, and cultural environments that interact to define a communication task or problem. Students also learn techniques to benchmark and evaluate the effectiveness of strategic communications programs and understand how they apply to internal and external constituencies. Students studying strategic communications will refine their critical thinking skills and explore the nature and source of the information message content, medium of delivery, and evaluation of the impact of the message on targeted groups.

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 35 credits

Prescribed Courses for All Students in Program (29 credits)

COMM 160 Basic News Writing Skills (1 credit)
COMM 230W Writing for Media (3 credits)
COMM 428A Principles of Strategic Communications (3 credits)
COMM 428B Strategic Communications Law (3 credits)
COMM 428C Strategic Communications in a Global Environment (3 credits)
COMM 428D Research & Analytics (3 credits)
COMM 428E Social Media Strategies (3 credits)
ECON 102 Introductory Microeconomic Analysis and Policy (3 credits)
PSYCH 100 Introductory Psychology (3 credits)



STAT 200 Elementary Statistics (4 credits)

Additional course in track/sequence that all students in track/sequence must take (3 credits)

CC 401 Internal Communication (3 credits)

CC 402 External Communication (3 credits)

CC 490W Seminar in Corporate Communication (3 credits)

COMM 403 Law of Mass Communications (3 credits)

COMM 405 Political Economy of Communications (3 credits)

COMM 409 News Media Ethics (3 credits)

COMM 412 Sports, Media and Society (3 credits)

COMM 419 Comparative National Media in a Global Context (3 credits)

COMM 495 Internship (1-3 credits)

Supporting courses and related areas (3 credits)

Students may choose any course from the COMM subject at any level, excluding

COMM 100N and COMM 120.

Elective courses that must be taken within the program

Non applicable

Required outside of the accredited units

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 16-28 credits (range based on # of credits required for Bachelor of Arts as well as 10 credits in Prescribed Courses satisfying general education requirements.)

Telecommunications and Media Industries

The Telecommunications and Media Industries program seeks to prepare well-informed, responsible professionals for leadership roles in the telecommunications and media industries. The program stresses the production and distribution of content and services in the digital communication, entertainment and information industries, such as radio, television, broadband, video games, social media, mobile telecommunications and the Internet, as well as the social, cultural and economic impact of these industries. After acquiring a strong foundation in telecommunications technologies, management and societal impacts through a core course sequence, students choose an emphasis in programming and production; management and entrepreneurship; or law and policy.

Number of hours/units required for graduation: 120 credits

Number of hours/units required for major degree: 34-35 credits

Core Courses for All Students in Program (10 credits)

COMM 160 Basic News Writing Skills (1 credit)

COMM 180 Survey of Electronic Media & Telecommunications (3 credits)

COMM 280 Introduction to Telecommunications Technologies (3 credits)

COMM 380 Telecommunications Management (3 credits)

Additional course in track/sequence that all students in track/sequence must take: (24-25 credits)

Select 3-4 credits from ECON or STAT



ECON 102 Introductory Microeconomic Analysis and Policy (3 credits)

ECON 014 Principles of Economics (3 credits)

STAT 200 Elementary Statistics (4 credits)

SCM 200 Introduction to Statistics for Business (4 credits)

Select 3 credits CAPSTONE

COMM 486W Telecommunications Ethics (3 credits)

COMM 487W Advanced Telecommunications Management and Leadership (3 credits)

COMM 489W Advanced Telecommunications Topics (3 credits)

Select 3 credits LAW

COMM 403/H Law of Mass Communications (3 credits)

COMM 404 Telecommunications Law (3 credits)

COMM 492 Internet Law and Policy (3 credits)

Select 12 credits PROFESSIONAL

COMM 170 Introduction to the Sports Industry (3 credits)

COMM 190 Gaming and Interactive Media (3 credits)

COMM 282 Intro to Video Field Production (3 credits)

COMM 283 Intro to Multicamera Production (3 credits)

COMM 310 Digital Media Metrics (3 credits)

COMM 374 Audio Production (3 credits)

COMM 383 Advanced Multicamera Production (3 credits)

COMM 384 Selling the New: Professional Sales Skills & Technology Innovations (3 credits)

COMM 385 Media Programming Strategies (3 credits)

COMM 386 Telecommunications History (3 credits)

COMM 388 Production Management (3 credits)

COMM 479 Telecommunications Economics (3 credits)

COMM 482 Brand Storytelling (3 credits)

COMM 483 Wireless Communications Industry (3 credits)

COMM 484 Emerging Telecommunications Technologies (3 credits)

COMM 484A Wireless Devices and Global Markets (3 credits)

COMM 491/491A International Telecommunication (3 credits)

COMM 492 Internet Law and Policy (3 credits)

COMM 493 Entrepreneurship in the Information Age (3 credits)

COMM 495 Internship (3 credits)

Select 3 credits SOCIAL aspects

COMM 110 Media and Democracy (3 credits)

COMM 118 Introduction to Media Effects (3 credits)

COMM 205 Women, Minorities and the Media (3 credits)

COMM 304 Mass Communications Research (3 credits)

COMM 305 Introduction to Critical Studies of Media (3 credits)

COMM 405 Political Economy of Communications (3 credits)



- COMM 409 News Media Ethics (3 credits)
- COMM 410 International Mass Communications (3 credits)
- COMM 412 Sports, Media and Society (3 credits)
- COMM 413W The Mass Media and the Public (3 credits)
- COMM 417 Ethics & Regulation in Advertising and Public Relations (3 credits)
- COMM 418 Media Effects: Theory & Research (3 credits)
- COMM 419/H World Media (3 credits)
- COMM 496 Independent Studies (1-6 credits)

Elective course or courses that must be taken within the track/sequence

Non applicable

Elective courses that must be taken within the program

Non applicable

Required outside of the accredited unit:

General Education: 45 credits

Bachelor of Arts: 12-24 credits

Electives: 20-32 credits (range based on # of credits required for Bachelor of Arts and 3-4 credits
ECON/STAT 200/SCM 200 in major)

2. Explain how students in the unit complete academic requirements for the baccalaureate degree that meet the liberal arts and sciences general education requirements of the institution. How is your unit meeting the spirit of a liberal arts and sciences education? Identify classes within the unit that contribute to a liberal arts and social sciences perspective for graduates from the unit. If a minor is required, include these details.

The university's requirement for Bachelor of Arts degrees enables the College to meet the spirit of a strong, well-balanced liberal arts and sciences education. All majors in the Bellisario College of Communications are B.A. degrees. All B.A. degrees at Penn State have four requirement areas:

- general education (45 credits required)
- Bachelor of Arts (12-24 credits, including a foreign language requirement)
- electives (this # varies by student based on major and # of credits needed in the Bachelor of Arts)
- major

Of the 120 credits needed to earn a degree, Bellisario College requires majors to have 25-39 credit hours in communications. With this range in mind, students are typically earning 70-80 credits in general education, Bachelor of Arts, and electives that are steeped heavily in the liberal arts and sciences curriculum.

Journalism is the only major in the College requiring a minor. Students are notified early in the advising process about the minor requirement. Most minors at the university are 18 credits and these minor credits, with good planning, fit into the 120 credits needed to graduate while also including credits in the liberal arts and sciences.

Many of our students complete minors through the College of Liberal Arts, which contribute to the strong liberal arts and sciences education. On occasion, students may combine their BA degree with a BS degree in another discipline. These students may be at the low end of 65-70 credits in liberal arts.

3. Explain how the unit provides a balance among theoretical/conceptual courses and professional skills courses.

The Bellisario College is committed to preparing students with cutting-edge professional skills that prepare them to work in the communications field. This requires a balance of theoretical understanding and practical skills. All majors in the College require students to complete theory and conceptual courses as well as courses with a focus on hands-on skill building. See response to question 1 above for detailed lists of required courses by major.



4. Describe how the core and required courses instruct majors in ACEJMC’s 10 professional values and competencies.

The 10 professional values and competencies are the foundation of the College’s annual Student Learning Assessment program. As such, the faculty in each department have identified specific courses in which each value and competency is emphasized in the majors. To assure student learning, the assessment program provides the mechanism for measuring goal attainment and quality improvement in curricula. See Standard 3 and the College’s Student Learning Assessment plan.

Below is the College’s Student Learning Assessment Course Matrix that maps the 10 SLAs to specific coursework in the majors. The matrix is regularly reviewed and updated to ensure each major actively incorporates the SLAs into the curriculum.

Value or Competency	AD	DGJRM	FILM	JOURN	MEDIA	PR	STRCM	TELCM
Freedom of Expression	320	230W, 260W, 403, 409, 492	339, 437,438, 439, 445, 448, 449	260W, 402, 403, 460W	205, 405, 410, 419	370	428B	404, 492
History, Professions	320	180, 271, 280, 403, 492	333, 445	260W, 271, 403	250, 333, 410	370	428A	180, 380, 404, 487W
Cultural Diversity	375, 420, 422, 426	269, 271, 409	346,440, 445, 446	205, 269, 271, 409, 465	205, 410, 419, 452	375, 420, 471, 473	230W, 428C	180, 205, 380, 489W
Images & Information	268, 320, 420, 424, 427	269, 271, 282, 364, 469	337, 338, 339, 340, 440	269, 271, 360, 465, 469, 480, 481	250, 270, 32x, 333, 410, 411, 413, 451, 452, 454, 455	268, 370, 420, 471, 473	428D, 428E	282, 283
Writing	421, 425, 468	228, 260, 460, 467	342W, 346, 446	260W, 360, 403, 460W, 465, 467	205, 250, 410, 411, 413, 451	471, 473	230W, 428B, 428C, 428D	487W, 489W
Ethics	375, 417, 420, 427	271, 409	337, 338, 437, 438	409	205, 304, 418	375, 417, 420, 471, 473	428B, 428D	180, 486
Critical Thinking/ Research	375, 422, 424	310, 403, 467	346, 437, 438, 439, 440, 443, 444, 445, 446, 448, 449	403, 460W, 462, 467	205, 250, 304, 32x, 333, 410, 411, 413, 418, 451, 452, 454, 455	375, 471, 473	428C, 428D, 428E	486, 487W, 489W
Numerical/ Statistical	420, 422	260, 310, 364, 467	340, 440, 443	260W, 271	304, 32x, 413, 418	420, 473	428D	310, 380, 487W

Value or Competency	AD	DGJRM	FILM	JOURN	MEDIA	PR	STRCM	TELCM
Critically Evaluate Information	421, 424, 450	467	437, 438, 439, 440, 445, 448, 449	260W, 269, 460W, 467	205, 250, 304, 32x, 333, 405, 410, 411, 413, 418, 419, 455	372, 471, 473	428D, 428E	486, 487W, 489W
Tools & Technology	268, 421, 422, 424	180, 269, 280, 364, 469	340, 440, 444, 448, 449	269, 271, 360, 465, 469	242, 270, 304, 418	268, 372, 471, 473	428A, 428D, 428E	280, 282, 283

5. Explain how instruction, whether on-site, online, synchronous or asynchronous, responds to professional expectations of current digital, technological and multimedia competencies.

Faculty members regularly attend workshops and visit media organizations to ensure that instruction is current in order to keep up with digital, technological and multimedia skills required of graduates. The departments also consult with professionals, including alumni, when launching new courses and revising their curriculum.

In Fall 2024 the Bellisario College launched a course titled “Generative Artificial Intelligence for All” in collaboration with the Computer Sciences department in the College of Engineering. This course was one of the first AI courses offered at the university, and it attracted Bellisario College students as well as students from across the university. The course introduced students to the world of generative AI by showing them what it is, how it works, and its capabilities and limitations in creating novel content like images, text, and music. It covered the fundamentals of models like DALL-E, and GPT and their common applications. The course also explored the emerging opportunities, risks and ethical issues of technology for individuals and society.

The College offers a Digital Media Trends and Analytics minor that has become the largest minor at Penn State, enrolling 416 students in the Bellisario College and 54 students from other majors. Some of the digital media courses across the college include:

- COMM 310 Digital Media Metrics
- COMM 372 Digital Public Relations
- COMM 450A Search Engine Marketing
- COMM 450 Digital Advertising
- COMM 484 Emerging Telecommunications Technologies
- COMM 492 Internet Law and Policy
- COMM 498 Data Journalism

The Bellisario Media Center offers up-to-date technology for students to build and hone multimedia skills. Across the curriculum, students get hands-on experience with media tools and technology. With free access to Adobe Creative Cloud, students use Adobe programs in many classes. For example, in COMM 481 (Visual Storytelling for Journalists), students build proficiencies in video and photo editing using Photoshop, Lightroom, Audition and Premiere Pro.

6. Explain how the accredited unit ensures consistency in learning objectives, workload and standards in courses with multiple sections.

Each department has a designated curriculum coordinator, a faculty member who is responsible for curriculum mapping and ensuring that learning objectives are appropriate for each course as it maps to other courses. Courses with multiple sections have a designated course coordinator who ensures consistency across sections. In Spring 2025, the college launched a new tool – Simple Syllabus – that allows administration to monitor the use of learning objectives and course assignments as reported in the course syllabi. This provides another level

of accountability for workload distribution. Department heads and curriculum coordinators have access to all syllabi in the college every semester, and they are encouraged to review syllabi for completeness and workload balance.

Some of our courses with a large number of sections are moving to a flipped classroom model to ensure that students receive identical information through the Canvas platform. One example is COMM 260 (News Writing), the College's course with the largest number of sections. A faculty member who has taught the course for many years created the online lecture portion of the course. Individual faculty teach the small face-to-face sections where students practice writing in class and receive individual instruction.

7. Explain how the unit connects faculty and administrators to the professions they represent and the understanding of the skills needed to be successful in the workplace.

Advertising/Public Relations

Ad/PR faculty and administrators maintain strong connections within the professional fields. Each year, they invite many industry professionals to interact with students and talk to faculty about industry trends and curriculum development either in person or via Zoom. Among these visitors, at least one to two serve as professionals-in-residence each year, spending about a week on campus. Additionally, three working professionals teach as adjunct instructors across various courses. The department also benefits from its own [Ad/PR Network Board](#), whose members engage with faculty throughout the year and visit each spring semester to deliver guest lectures or mentor students in career development. In addition, a number of the Ad/PR faculty members visited companies and participated in professional workshops to gain industry knowledge and develop new skills.

The Bellisario College is also the home of the [Arthur W. Page Center for Integrity in Public Communication](#). The Center works with the [Bronstein Lecture in Ethics in Public Relations](#) to bring a senior professional to campus to speak with students and work with faculty.

Here is a sample list of professionals who visited our classrooms in person and interacted with our faculty during the 2024-25 academic year:

Jeanmarie Biemer, Manager, Partner Services,
Harris Blitzer Sports & Entertainment, Philadelphia

Lauren Connolley, Founder & Chief Creative Architect,
The Beating Heart, New York City

Joe Colacurcio, Senior Vice President of Analytics,
and Insights, Weber Shandwick, Chicago

Richard Frank, Vice President, Global Brand Marketing,
T. Rowe Price

Whit Friese, Vice President Creative Marketing,
The Home Depot

Kelly Gallagher, Vice President/Group Manager,
Ketchum, Philadelphia

Adam Pietrala, Managing Director, North America,
The Romans, New York City

Alexandra Piscitelli, Assistant Vice President,
Coyne PR, New York City

Melanie Querry, Owner/President, Beyond Spots &
Dots, Pittsburgh

Caitlin Rush, Marketing Manager, Brand Safety &
Suitability, Meta

Holly Semanchick-Xhema, Lead Content Strategist,
Digitas North America, Philadelphia

Evan Spector, Vice President/Director Investment,
Publicis N2 Novartis, Princeton, NJ

Here is a sample list of companies or workshops our faculty attended during 2024-25:

CBS/Paramount +, NYC, company visit

Weber Shandwick, NYC, agency visit

FutureBrand, NYC, agency visit

WINS (Whitman Insights Strategies), NYC,
agency visit

FCB, NYC, agency visit

Digital Marketing Analytics Summit, Phoenix, AZ,
workshop

Adobe Max, Miami, FL., workshop

Creator Economy Live, Las Vegas, NV, workshop



Film Production and Media Studies

The Film Production faculty stay connected to the industry through their ongoing relationship with the program's alumni. One example is the Films and Friends event in New York City. While the primary objective is to connect film students with alumni in the New York area for jobs and internships, the faculty also connect with the alumni working in a myriad of media roles. There is a panel presentation with a different theme each year, such as women in the industry or lessons from my first job. The department hopes to institute a similar event in LA in the future. In addition to being active filmmakers, the faculty also attend conferences like the Adobe Max and the annual UFVA conference to keep their skills fresh.

Media Studies has different kinds of faculty with different potential professional collaborators. Some Media Studies students aim to work as researchers in the academy, and to these ends, the faculty are some of the best in the world. We have several high-ranking officers and fellows in ICA, NCA and AEJMC, all of whom are engaged with the field and collaborate with students. Some faculty conduct applied research supported by tech companies like Meta and Alphabet. In addition, they have a growing contingency of faculty working in the media literacy space. Some students have leveraged this experience and have gone to work for organizations like the National Association for Media Literacy Education (NAMLE) and the News Literacy Project. As the "liberal arts" major in the College, media studies students can utilize these skills to work in any profession that uses media to communicate.

Journalism

The Journalism Department stays in close touch with the profession in a variety of ways, details of which are provided below. Broadly, these include: partnering to provide student-created content to professional media outlets, which requires a dialogue with editors and news directors, and where we get a sense of audience, as well as information about what will and won't work for that audience; classroom visits by industry professionals along with faculty visits to newsrooms, with and without students; and, attendance at industry conferences and maintaining professional connections.

Some recent examples:

Content Partnerships: TV newscasts produced for the capstone Centre County Report are made available on the digital platforms of stations in Philadelphia, Pittsburgh and elsewhere; each year, the International Reporting class produces a 30- or 60-minute program that is broadcast by WPSU-TV, the local public television station, and streamed on various commercial stations; students in the John Curley Centre for Sports Journalism cover the Little League World Series annually for The Associated Press, and in 2024 covered the Paralympics for the AP; starting this fall, the "After the Whistle" sports round up show, which we air on YouTube, will have a companion newsletter distributed by the Centre Daily Times. Since its founding in 2022, work by NewsLab students has been published or broadcast by more than 70 news organizations in Pennsylvania, Ohio, North Carolina, Virginia, West Virginia and New York.

Visits: A sampling of the dozens of visitors to the Journalism Department and visits to newsrooms made by our faculty in the 2024-25 academic year:

- As part of regular Photo Nights, the Journalism Department brought in Monica Herndon, staff photographer at the Philadelphia Inquirer, Carolyn Kaster from The Associated Press and a panel of three photojournalists who covered the attempted assassination of Donald Trump.
- Among the journalists who visited other classes:
 - Juliette Rihl, investigative reporter from PennLive
 - Halle Stockton, the co-executive director and editor of PublicSource
 - NBA editor Tyler Batiste from The Athletic
 - Chris Krewson from LION Publishers
 - Judson Burch, former vice president of ESPN and driving force behind "SportsCenter" for decades
 - Chris Dell, sports editor at the Pittsburgh Post-Gazette
 - Josiah Bates, a Penn State alumnus and reporter for The Trace who wrote the 2024 book "In These Streets: Reporting From the Front Lines of Inner-City Gun Violence"

Don Hudson, a former chief editor of Newsday in New York (lessons from a long and prominent newspaper career)

Lynne Adrine, president, LKA Strategies of Washington, D.C., former producer at CNN, NBC and ABC, and former Washington Program coordinator, Syracuse University

Shirley Carswell, executive director, Dow Jones News Fund

- The Penn State chapter of the Society of Professional Journalists went to USA Today and the White House briefing room during the Spring 2025 semester.

Again, this is just a sampling.

Conferences and connections: Among the 2024-25 conferences either just attended by Penn State faculty or where faculty attended and presented: Hearst Journalism Awards; Online News Association; Investigative Reporters and Editors; regional Society of Professional Journalists' conference; regional and national conferences of the National Association of Black Journalists; Keystone News Media Summit, a first-time event in Harrisburg that Penn State faculty helped organize and attended. In short, attending conferences is routine for Penn State faculty and administrators.

Telecommunications and Media Industries

Telecommunications and Media Industries has faculty with extensive professional experience and deep ties to industry. Some of the positions held by T&MI faculty include general manager of cable telecommunications systems; talent manager in the music industry; marketing manager; corporate information technology educator; small business consultant; entrepreneur; research officer; senior producer/director; news director; community technology innovator; social entrepreneur; management consultant; product development manager; technical director; and director of operations.

Our three named chairs — the Palmer Chair in Telecommunications, the Pioneers Chair in Telecommunications and the Bellisario Chair in Innovation and Entrepreneurship — foster connections to industry constituencies through links to their funding organizations. Faculty regularly engage with the regulatory and professional networks through invited talks, media appearances, and consulting. The Institute for Information Policy has conducted sponsored research funded by corporations like Comcast, Google, AT&T, and Verizon.

T&MI faculty have a record of regular attendance at professional meetings, such as the National Association of Broadcasters, OTT-X (lobbying organization of the streaming industry), the Knight Foundation, the Pacific Telecommunications Council, National Cable Telecommunications Association (NCTA) and others. Faculty have deep connection and leadership in the campus-wide entrepreneurship and innovation community, and in the wider student entrepreneurship network. Through organizations like CommAgency, T&MI faculty connect students to the local business community. Faculty advise student organizations like 46Live that provide valuable professional experiences in video production and online streaming.

8. Describe the methods used to select sites for internships for credit in the major; to supervise internship and work experience programs; to evaluate and grade students' performance in these programs; and to award credit for internships or work experiences. In a separate digital file, provide the unit's internship policy, questionnaires and other instruments used to monitor and evaluate internships and work experiences. Provide examples of recent internship sites.

Methods used to select internship sites

The Bellisario College's Office of Internships and Career Placement maintains a bank of approximately 4,700 registered internship sites. The list of registered sites includes paid and non-paid opportunities. Most internship sites require students to take the internship for academic credit when it is an unpaid experience. The office's staff is constantly looking for exceptional internship sites to add to the bank, specifically paid internship opportunities.

Supervisors at new internship sites must complete an [Internship Prospect Information form](#). The form is then reviewed by the Bellisario College's Office of Internships and Career Placement, which will then request to speak to the proposed internship site supervisor to determine whether the internship is a viable site for academic credit. Internship locations are reviewed to meet the following criteria:

- Does the internship location match the skill set and course work of the student?
- Does the internship match the interests of the student and what the College perceives as a relevant communications opportunity?
- Is there an internship supervisor overseeing the work of the student?
- Is the supervisor a professional within the specific industry? Is he or she providing the proper support needed to help students grow professionally?
- Will the internship provide students with the opportunity to gain practical skills and tangible hands-on experience within the specific area of communications?

If the answer is yes to the above questions, the internship opportunity and location is added to the list of approved for-credit internship sites. Should the internship site fail to meet any of the above criteria, we will not allow the student to take the specific internship for academic credit. If the internship is approved for academic credit and at the conclusion of the internship experience the supervisor fails to provide any of the above elements, the internship site is put on notice. Failure by the internship site to correct the deficiencies in future internship experiences results in the internship being dropped from the College's program as a for-credit internship experience.

Students may take any of the listed internships for credit, regardless of whether the internship location requires the student to receive academic credit or if it is a paid internship opportunity.

When an internship is offered as an unpaid opportunity, we recommend that the internship location require credit, primarily for two reasons. The first reason is so students can fulfill up to six credits toward their degree requirements (three credits toward their professional course section and three credits toward elective credits). The second reason is to meet the Department of Labor's "primary beneficiary" test of the internship, providing clarity that the internship is tied to the intern's formal education program by integrated coursework and the receipt of academic credit.

Supervision of the internship program

Students who want to do an internship for academic credit must complete an application and submit it for approval to the Bellisario College's Office of Internships and Career Placement. Next, students must meet the specific pre-requisite course requirement(s) for their respective major. Each student must have received a grade of C or better in the prerequisite course requirement(s) before obtaining an internship. The prerequisite course(s) can be waived if the student has performed well in a related experience prior to the internship for credit. For example, if the student writes for the Daily Collegian, Penn State's student-run on-campus newspaper, but has not taken the prerequisite course required to do an internship in journalism, the office will waive the prerequisite course, in most cases.

After students have been approved for academic credit, they may pursue internship opportunities. Students can pursue only for-credit internships that match their skill set, experience and background and have been approved as registered internship-for-credit locations. Once approved, the student is required to schedule the College's internship for-credit course, COMM 495. Students then gain access to the Bellisario College's Internship syllabus through the Canvas course management system.

The assistant dean and manager of internships carefully review the final critique by each student at the conclusion of their internship (students have the option of a final written or video critique). Staff members also review the weekly journals written by each student. Students are encouraged to write a list of four or five goals he or she would like to achieve from the internship and then share these goals with their supervisor prior to the outset of the internship experience. Conversely, students are encouraged to make sure that they are aware of their supervisors' expectations before they accept the internship. Each student's final critique provides insight into how effective the internship was in helping the student gain relevant experience, enhance his or her communication skills and develop a career focus. The critique addresses the following:

- How satisfied the student was with the internship experience.
- Should the internship experience be for a first, second or third-time intern?
- The strengths and weaknesses of the experience, including advice for future interns.



- How the internship affected the student’s career goals.
- How the internship relates to or supplements what the student had learned in his or her course work.

An online mid-term evaluation of the internship experience by both the [student](#) and the internship location [supervisor](#) is required and is part of the overall grade. The purpose of this evaluation is to provide feedback from both parties that may allow the Bellisario College’s Office of Internships and Career Placement to rectify any shortcomings or issues regarding the internship experience. This allows timely recommendations to either the student, the internship site supervisor or both, to assure a positive outcome.

Evaluation and grading of student performance

Students must meet the following criteria to be eligible to receive a grade in COMM 495:

- Complete a minimum of 50 hours of work for each credit hour (minimum of 1.0 credit and a maximum of 3.0 credits for a specific internship experience during a given summer, fall or spring with a maximum of 6.0 credits of the student’s undergraduate college career).
- Keep weekly journals that are due at the end of the experience.
- Submit an online midterm evaluation of the internship experience.
- Turn in a final written or produced video critique discussing the value of the internship.
- Submit the Final Supervisor Evaluation completed at the end of the internship. In addition to an overall evaluation, each supervisor is asked to evaluate student performance based on several criteria, including job knowledge, interpersonal relations, attitude, initiative, resourcefulness and communication skills. Each student is assigned a letter grade by the supervisor.

Final grades are determined by the following:

Weekly Journals	(30%)
Final (Written or Video) Critique	(20%)
Supervisor’s Final Evaluation	(40%)
Bellisario College’s Evaluation	(10%)
Final Grade:	(100%)

[College’s Internship Policy](#)

[Student Mid-term Evaluation](#)

[Supervisor’s Mid-term Evaluation](#)

[Student Final Internship Evaluation](#)

[Supervisor’s Final Evaluation](#)

[Internship Assessment Survey](#) (submitted by supervisor at the end of the internship)

Recent for-credit internship sites

Pittsburgh Post-Gazette

Stewart Talent Agency

Premiere Lacrosse League

State College Spikes

UFC

Braithwaite Communications

X

WROC (Nexstar Media)

NJ 101.5 Townsquare Media

NBCUniversal

The Row

Shadow PR

Fox News Media

Washington Wild Things Baseball

Power Digital Marketing

Charlottesville Tom Sox

Westchester Magazine

Love, Eat, Travel, Michelle Valentine Media

ABC27 News

Behrman Cesa Communications

Burns Entertainment

YES Network

C-NET

Hungry Man Production

Modern Luxury Magazine

Warner Bros. Discovery

National Association for Media Literacy Education

Lakeshore Chinooks

HQ Creative

Harrisburg Senators Baseball

MAKE/FILMS

WQED Multimedia

Lehigh Valley Iron Pigs

WTAJ-TV

Amasia Entertainment

Penn State Football

WJAC-TV

Comcast Business

Red Nucleus

Philadelphia Style Magazine

Wilmington Sharks

WIVB-TV

Victory Public Relations

Happy Valley United

Frank PR

WBOC-TV

Go Big Recruiting

Centre Daily Times

Bauer Entertainment Marketing

Pace Public Relations

Ceisler Media Issue & Advocacy

Eclectic Pictures

Red Knot Communications

Baboon Animation

Future Brands Group

Premiere Creative

Underscore Talent Agency

Female Athlete News

Penn State Athletics Strategic Communications

W2 Communications

