Bachelor of Arts in Advertising/Public Relations—Strategic Communications
“The online Strategic Communications option builds on the College of Communications’ long-established and highly regarded programs in advertising and public relations. The program provides students with the opportunity to explore strategic communication management problems and issues in the corporate, nonprofit, and government sectors, with an emphasis on global communication management. Through course work in communication theory, methods, and application, students develop an understanding of the challenges of communications problems and the critical role of research, analysis, planning, and management in formulating ethically and culturally sound solutions in a global and technology-driven environment.

“Our dedicated faculty has strong academic and professional credentials. The curriculum and course content are updated on a regular basis to ensure that students are exposed to current knowledge, cases, and skill sets that are insightful, relevant, and practical. Our goal is to prepare our students to successfully navigate the challenges and opportunities provided by the communications industry.”

—Bob Baukus  
Head of Department of Advertising/Public Relations
Bachelor of Arts in Advertising/Public Relations—Strategic Communications

Penn State’s online Bachelor of Arts in Advertising/Public Relations—Strategic Communications is a 120-credit degree program designed to provide you with a solid foundation in the theory, research, and practice of creating powerful communication strategies. By studying a diverse range of topics in these fields, you can learn how to select the appropriate medium to reach your chosen audience—and communicate effectively to influence them.

The required courses cover:
- writing and reporting
- international media law and ethics
- research and analytics
- economics, research methods, and statistics
- social media and gaming
- communications technology
More Than Just a Communications Major

The advantage of the advertising/public relations degree at Penn State is that it goes beyond the usual scope of a typical communications program.

Our curriculum is designed to teach you to analyze a dynamic environment through theoretical concepts and market research, set a goal for your communication strategy, design and execute messaging and media placement, and evaluate your strategy’s impact.

Some of the courses in this major include:

**COMM 160—Basic News Writing Skills**
Grammar, punctuation, spelling, and word usage skills required of journalists.

**COMM 190—Gaming and Interactive Media**
Introduction to business and social aspects of interactive media, videogame, and simulations industries.

**COMM 409—News Media Ethics**
Ethical problems in the practice of journalism; principal public criticisms of news media; case study approach.

**COMM 428A—Principles of Strategic Communications**
Various media and communications methods that comprise modern integrated marketing campaigns. Prerequisite: permission of the program. Concurrent: COMM 260W

**COMM 428B—Strategic Communications Law**
Analysis of laws and regulations affecting online advertising and strategic communications.

**COMM 428D—Research and Analytics**
Online research methods for strategic communication, including web analytics, online surveys, online interviews, and content analysis.

**COMM 428E—Social Media Strategies**
Social media theory, tools, and best practices to prepare students for current and future use of social media.
Consider Your Future

In this program you can acquire a variety of skills, such as complex problem-solving; oral, visual, and written communication; research and analytic techniques; creativity; and social and cultural sensitivity.

These versatile competencies, highly valued by employers, can help you to set specific communication goals and create on-target, comprehensive communication strategies to reach any organization’s objectives.

As a graduate of this degree program, you can be prepared to work in a variety of settings, such as nonprofit organizations, large corporations, hospitals or health care facilities, public offices, small businesses, or even the military.

The job positions for which you may be best suited include:

- public relations manager or specialist
- marketing manager or specialist
- media or communication worker
- advertising or promotions manager
- broadcast journalist or news writer
Why Penn State

Online Delivery Experience
Since 1892, students like you have been able to complete a Penn State education without traveling to a physical campus. Over the years, distance education options have evolved to include technology-enhanced learning experiences. As a pioneer in online learning, Penn State has significant experience in teaching, and understanding the needs of students learning at a distance.

You can experience courses that are:
• designed around best practices in online delivery
• taught by faculty with experience teaching in an online environment
• created using technology to support learning outcomes, not just convenience

A Fully Supported Education
When you think of online education, you may feel like you are on your own, but that cannot be further from the truth. Our team of career academic advisers and help-desk support is vested in your success. Through World Campus, you will have access to student support services just as our students on campus do.

Our student services include:
• new student orientation
• academic advising and career counseling resources
• a nationally recognized research library

• technical help desk
• tutorials

Exceptional Students and Alumni
Whether you take our courses online or in a traditional classroom, as a “Penn Stater” you:
• become part of an institution with more than 150 years of excellence in teaching, research, and service
• join a global community of exceptional adult learners from all fifty states, more than forty countries, and seven continents
• become part of a proud worldwide network of more than 500,000 alumni and, upon your graduation, you can choose to join the largest alumni association in the world, with more than 160,000 members

Additionally, the College of Communications Alumni Society at Penn State has a strong Advertising/Public Relations Network that focuses on the networking of alumni and professionals in the fields of advertising, public relations, community relations, and marketing.
Begin Your Application Today

How to Begin
1. Visit www.worldcampus.psu.edu/stratcomm
2. Click the Apply Now button to begin your application.

Deadlines
Your complete application portfolio, including all transcripts, must be received by the dates below to be considered complete:

- June 30 for fall semester admission
- October 31 for spring semester admission
- March 15 for summer semester admission

General Admission Requirements
To apply to our bachelor of arts program, you must be a high school graduate or have obtained a GED.

Necessary Documentation for Application Portfolio
- A completed online application form and fee
- Official high school transcripts or GED transcript
- Official military transcripts (if applicable) and/or official college or university transcripts, if you attended another institution
- Test of English as a Foreign Language (TOEFL) score, if applicable

Please visit our admissions website for a more detailed description of the requirements and application procedure:
www.worldcampus.psu.edu/admissions

Did you know?
- Penn State credits and degrees earned online are identical to those earned on campus.
- Penn State is accredited by the Middle States Association of Colleges and Schools.
- Recruiters in a Wall Street Journal survey ranked Penn State as No. 1 for producing the best-prepared, most well-rounded graduates.
Contact Us
pennstateonline@psu.edu
www.worldcampus.psu.edu
800-252-3592 (toll free within the United States)
814-865-5403 (local and international)
814-865-3290 Fax

Student Services Hours
(inquiries and registration)
8:00 a.m.–9:30 p.m. Monday–Thursday
8:00 a.m.–5:00 p.m. Friday
Closed Saturday and Sunday

Admissions Counseling Hours
8:00 a.m.–8:00 p.m. Monday–Thursday
8:00 a.m.–5:00 p.m. Friday
Closed Saturday and Sunday

Penn State World Campus
The Pennsylvania State University
128 Outreach Building
University Park PA 16802