

COMMUNICATION: GENERAL COMMUNICATION, BA

The Communication Program, housed at Penn's Annenberg School for Communication, offers a dynamic environment where students and faculty explore a wide range of communication-centered questions using a variety of methods and theories from the humanities and social sciences. Undergraduates (who major in Communication through the School of Arts and Sciences) explore how messages are created and adapted to audiences and examine the implications of those messages for individuals and society.

Areas of concentration include critical, cultural, and historical media studies; research on children, family, and media; health communication; the media business; and political communication. The curriculum also offers opportunities for independent study, internship experience, study abroad, and putting communication to work in the service of community (through the Communication and Public Service Program).

The minimum total course units (<https://www.college.upenn.edu/credits-needed-major>) for graduation in this major is 34. Double majors may entail more course units.

Students must meet the following minimum requirements prior to acceptance into the major.

1. Completion of at least two of the following introductory courses:

Code	Title	Course Units
COMM 125	Introduction to Communication Behavior	1
COMM 130	Media Industries and Society	1
COMM 123	Critical Approaches to Popular Culture	1

2. Completion of a third Communication course.
3. Cumulative GPA of 2.0 or higher in all University of Pennsylvania courses.

For more information: <https://www.asc.upenn.edu/academics/undergraduate-program>

For information about the General Education requirements, please visit the College of Arts & Sciences Curriculum (<https://www.college.upenn.edu/curriculum>) page.

Code	Title	Course Units
College General Education Requirements and Free Electives		
Foundational Approaches + Sectors ¹ + Free Electives		20
Major Requirements		
<i>Core Survey Courses</i>		
Select two of the following: ²		2
COMM 123	Critical Approaches to Popular Culture	
COMM 125	Introduction to Communication Behavior	
COMM 130	Media Industries and Society	
<i>Methods Course</i>		
Select one of the following:		1
COMM 210	Quantitative Research Methods in Communication	
	or COMM 333 Survey Research and Design	

or COMM 498 Experimental Design

Methods course from approved list or a course approved by the Undergraduate Associate Dean³

Intermediate Level Courses

Select 4 course units of Intermediate Level courses⁴ 4

Advanced Level Courses

Select 4 course units of Advanced Level courses⁵ 4

Cognate Courses⁶

Select 3 course units of Cognate courses 3

Total Course Units 34

- ¹ You may count no more than one course toward both a Major and a Sector requirement. For Exceptions, check the Policy Statement (<http://www.college.upenn.edu/sectors-policy>).
- ² Course not used for the Core may count toward the Intermediate requirement.
- ³ Please visit the website (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/course-requirements>) for a listing of approved Method Courses.
- ⁴ Intermediate Level Courses are those courses numbered between 100 and 299.
- ⁵ Advanced Level courses are those course numbered 300 through 499.
- ⁶ Only 1 course unit may be an introductory class. Must be approved by the Director of Student Services.

Honors

A thesis project is completed over two semesters during the senior year. A credit is earned in both semesters. Students who achieve a cumulative grade point average of 3.5 or higher and earn an A- or higher on their project will graduate with honors.

Optional Concentrations

Concentrations give our majors an opportunity to pursue their personal interests within the diverse field of Communication. In some cases, these concentrations can also help students market themselves for employment or graduate school in a related field. The concentration utilizes five of the fourteen courses listed below (three of which are COMM courses, two of which are cognate courses). No course can be used more than once toward concentration requirements. A list of approved concentration courses can be found here (<https://www.asc.upenn.edu/academics/undergraduate-program/curriculum-and-major-requirements/concentrations>). Cognate courses are to be approved by Annenberg's Director of Student Services.

Students may only complete one concentration.

Concentration

- Political Communication
- Critical Journalism
- Global Communication
- Culture & Communication
- Visual Communication
- Media Effects
- Media Institutions & Policy
- Health Communication

- Race, Gender & Identity
- Civic Communication
- Messaging and Marketing
- Individualized

Code	Title	Course Units
Requirements		
	Select 3 course units of Major courses	3
	Select 2 course units of Cognate courses	2

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2018 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.
