In the 21st century workplace, professionals must regularly engage in a variety of rapidly converging media practices and formats. The Bachelor of Arts in Communications at Penn State New Kensington offers graduates a competitive advantage by combining training in advanced multimedia skills with the development of critical thinking and strategic communication competencies.

Students can complete one of two four-year degree options at Penn State New Kensington – Corporate Communications or Journalism. Both options are designed to foster professionals who are capable of applying their communications expertise toward the attainment of personal, institutional and organizational goals.

Accepted students may also choose to apply their first two years of study at Penn State New Kensington toward the completion of a wide range of other Communications degrees within the Penn State system, including programs in Advertising/Public Relations, Journalism, Film/Video and Media Studies, and Telecommunication through the College of Communications and the Communication Arts and Sciences major through the College of Liberal Arts.