

BACHELOR OF ARTS IN

# COMMUNICATION ARTS & SCIENCES

The Bachelor of Arts in Communication Arts and Sciences (CAS) degree prepares students for a variety of careers in both the public and the private sector, especially in areas where knowledge of human communication and knowledge of message design and analysis are important. Graduates will be well prepared to find employment in entry-level jobs in management, human resources, event planning, marketing, public relations, business, government, law, and entertainment.

## Graduate Education

Students will also be well prepared for a variety of graduate school options, including communication programs, business programs, and law school.

## Academic Minors

Enhance your degree with one of the college's academic minors; the following are recommended for Communication Arts and Sciences majors.

- Business
- Civic and Community Engagement
- Entrepreneurship & Innovation
- Global Studies
- Information Sciences & Technology
- Professional Writing
- Spanish



## Job Titles and Salaries

The following is a list of job titles and salaries, which was compiled from the Bureau of Labor and Statistics *Occupational Outlook Handbook*. This is only a partial list to provide you examples of the kinds of jobs available to graduates with a B.A. in Communication Arts and Sciences. Some positions require additional experience.

Title	2018 Median Pay
Advertising Promotion Manager	\$132,620
Blogger/Writer	\$62,170
Editor	\$59,480
Human Resource Manager	\$113,300
Lobbyist	\$60,000
Meeting/Event Planner	\$49,370
Public Relations Specialist	\$60,000
Sales Manager	\$124,220



**PennState**  
Berks

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**BERKS.PSU.EDU**

The Bachelor of Arts in Communication Arts and Sciences (CAS) at Penn State Berks is offered with five pathways or areas of emphasis. Students may also choose to design their own degree program to meet their individual needs.

### Organizational Communication Pathway

Leading to careers in corporate and nonprofit organizations where leadership, decision making, interviewing, and teamwork are essential, students choosing this pathway will be prepared for careers in management, human resources, and training and development.

### Public Advocacy and Strategic Communication Pathway

With an emphasis on effective message design, analysis, persuasion, and argumentation, students will be prepared for careers in governmental and non-governmental organizations, and nonprofit agencies, as well as political consulting, lobbying, and public communication offices. Students interested in law school will also benefit from this pathway.

### Interpersonal & Intercultural Communication Pathway

The pathway will teach students to determine how perception and meaning, within cultural contexts, function in human communication. Graduates will be prepared for careers in social services, health, education, management, and international relations.

### Health Communication Pathway

With an emphasis on the role of communication in health and health care, students will learn the function of communication in health care organizations, health promotion campaigns, and in daily provider-patient interaction. Students will be prepared for careers in health care, the pharmaceutical industry, hospital administration, and public policy.

### Public Relations Pathway

This pathway is for students interested in a career in public relations and marketing communication. Graduates will be prepared for positions in advertising and public relations agencies, as well as corporate and non-profit organizations.

Dr. Jill Burk

Program Coordinator

📞 610-396-6094

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## Admission Process

Applying for degree admission to Penn State Berks is simple. Applications are available on the web at [berks.psu.edu](http://berks.psu.edu). Penn State reviews applications throughout the year. Students can expect a decision within four to six weeks after completing the process. Contact the Berks Admissions Office with your questions at 610-396-6060.

## Transfer Students

Penn State Berks welcomes students who began their education at other institutions. Contact the Berks Admissions Office with your transfer questions at 610-396-6060.

## Financial Aid

Eligibility for all financial aid is determined by completing the Free Application for Federal Student Aid (FAFSA) form available on the web at [fafsa.ed.gov](http://fafsa.ed.gov). Contact the financial aid coordinator at Berks or visit [psu.edu/studentaid](http://psu.edu/studentaid) for a complete description of the types of available student aid and the application process at 610-396-6070.

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