Dear Student,

Thank you for considering Communication Arts & Sciences (CAS) as your major. This handbook is designed to guide you through your course work and requirements in CAS, explaining to you what CAS is all about and what you need to do to complete this major.

Not only are communication skills employers’ most-desired skills, but also their list of the most lacking skills in new college graduates. The number one skill employers say they want to see in job candidates is good communication skills: the ability to write and speak clearly (Job Outlook 2013).

This handbook includes career information and details what a student needs to know about the CAS faculty, program, and what you can expect if you choose the CAS major. If you have further questions, please stop by the office of any CAS faculty member and ask.

Sincerely,

Catherine Dunning Catanach, APR
Communication Arts and Sciences
Program Coordinator for CAS
Communication Arts & Sciences and Your Future

Research from sources such as Black Collegian, Vocation Education, Communication Education, and Employment Counseling indicates that communication training helps students obtain the jobs that they desire and help students succeed in their chosen fields. Like many students you are worried if you will have a job when you graduate. The percentage of total respondents hiring communication degrees is 85.9% (NACE 2012). Respondents hiring in public relations is 59.4%.

In addition, according to the National Association of Colleges and Employers, attributes that employers look for are: Problem solving skills 75.3 %, written communication skills 74.7%, analytical/quantitative skills 72%, verbal communication skills 67.2%, and Interpersonal communication skills 57%. Employers rate the quality of candidates’ skills/qualities on a scale from 1 to 5, 1 being least important and 5 being very important. The ability to verbally communicate with persons inside and outside the organization is rated at 4.63. The ability to analyze quantitative data is rated at 4.30 (NACE 2012).

Employers rate candidate skills in order of importance (Job Outlook 2013):

1. Ability to verbally communicate with persons inside and outside the organization.
2. Ability to work in a team structure.
3. Ability to make decisions and solve problems.
4. Ability to plan, organize, and prioritize work.
5. Ability to obtain and process information.
6. Ability to analyze quantitative data.
7. Technical knowledge related to the job.
8. Proficiency with computer software programs.
9. Ability to create and/or edit written reports.
10. Ability to sell or influence others.
CAS Pathways

A degree in Communication Arts & Sciences provides graduates with great flexibility. We have designed these pathways to give students ideas about how grouping courses together can lend to a particular area of strength. Students may follow these pathways or design pathways of their own based on interest and future plans.

Required Courses:
CAS 201: Rhetorical Theory
CAS 202: Communication Theory
CAS 204: Communication Methods

Recommended Courses for all Pathways:
CAS 297: Careers in Communication
CAS 495: Internship

Organizational Communication
This pathway leads to communication-driven careers in corporate and non-profit organizations where leadership, decision-making, interviewing, and teamwork are essential. Students choosing this pathway may be interested in a management, entrepreneurial, human resources, or a training and development career.

CAS 250: Small Group Communication
CAS 252: Business and Professional Speaking
CAS 271: Intercultural Communication
CAS 283: Communication Information and Technology
CAS 302: Social Influence
CAS 352: Organizational Communication
CAS 404: Conflict Resolution and Negotiation
CAS 450W: Group Communication Theory and Research
CAS 455: Gender Roles in Communication
CAS 471: Intercultural Communication Theory and Research
CAS 498: Communication, Training, and Development

Public Advocacy and Strategic Communication
This pathway leads to careers where effective message design, analysis, persuasion, and argumentation are daily activities. Courses focus on the analysis of political power, all types of persuasive campaigns, and social movements, nationally and internationally. Students choosing this pathway may be interested in professions in governmental, non-governmental organizations (NGOs), and non-profit agencies, as well as jobs in political consulting, lobbying, and public communication offices. Students interested in law school will also benefit from following this pathway.
CAS 214W: Speech Writing  
CAS 222: Foundations of Community and Civic Engagement  
CAS 283: Communication, Information, and Technology  
CAS 302: Social Influence  
CAS 311: Methods of Rhetorical Criticism  
CAS 352: Organizational Communication  
CAS 375: Rhetoric and Public Controversy  
CAS 404: Conflict Resolution and Negotiation  
CAS 415: Rhetoric of Television and Film  
CAS 426W: Communication Ethics  
CAS 475: Studies in Public Address  
CAS 478: Contemporary American Political Rhetoric  
CAS 498: Issues in Freedom of Expression  
CAS 498: Communication, Training, and Development

**Interpersonal & Intercultural Communication**

Students who follow the interpersonal and intercultural communication pathway will learn how perception and meaning, while situated within cultural contexts, function in human communication. Students choosing this pathway may be interested in careers in social services, health, education, management, and international relations.

CAS 203: Interpersonal Communication  
CAS 280W: Storytelling  
CAS 404: Conflict Resolution and Negotiation.  
CAS 405: Family Communication Theory  
CAS 422: African American Communication  
CAS 450W: Group Communication Theory and Research  
CAS 455: Gender Roles in Communication  
CAS 470: Nonverbal Communication  
CAS 471: Intercultural Communication Theory and Research  
CAS 498: Communication and Popular Culture

**Health Communication Pathway**

Students who choose this pathway will learn about the role of communication in health and health care. Courses in this pathway focus on the function of communication in health care organizations, health promotion campaigns, and in daily provider-patient interaction. Students choosing this pathway may be interested in careers in health care, the pharmaceutical industry, hospital administrators, and public policy professions.

CAS 203: Interpersonal Communication  
CAS 250: Small Group Communication  
CAS 253: Health Communication  
CAS 302: Social Influence  
CAS 352: Organizational Communication
CAS 404: Conflict Resolution and Negotiation.
CAS 405: Family Communication Theory
CAS 455: Gender Roles in Communication
CAS 470: Nonverbal Communication
CAS 453: Health Communication Theory and Research
CAS 497, 498: Special Topics (1-9)
CAS 498: Communication, Training, and Development

**Public Relations Pathway**

This pathway leads to careers in public relations and marketing communication. Communication management and message design are essential skills for the public relations professional. Students choosing this pathway may be interested in public relations and marketing communication careers in agencies, corporate and non-profit organizations.

CAS 252: Business and Professional Speaking
COMM 315: Media Application Writing*
COMM 320: Introduction to Advertising
CAS 352: Organizational Communication
CAS 398A: Public Relations and Marketing*
COMM 471: PR Methods*
COMM 473: Cases & Campaigns*
COMM 472: Public Relations Event Planning

*to be offered in PR certificate sequence
Courses offered in the Communication Arts & Sciences Major

While we fully expect to offer CAS courses when they are listed to be offered on the grid at the end of this section, we cannot guarantee that we will be able to offer all courses as they are scheduled. You are strongly encouraged to regularly discuss your course plans with your CAS adviser so that you can get the most up-to-date information on what’s being offered and when each semester.

200 (GI). LANGUAGE, CULTURE, AND COMMUNICATION (3). Introduction to language, language development, cultural literacy, culture, and intercultural communication.

201 (GH). RHETORICAL THEORY (3) History and theory of public advocacy and civic discourse.

202 (GS). COMMUNICATION THEORY (3) Survey of human communication studies in relational, interpersonal, group, organizational, intercultural, health, technology and mass communication systems.

203 (GS). INTERPERSONAL COMMUNICATION (3) Explore aspects of competent communication and learn the skills necessary to manage friend, romantic, family, and professional relationships.

204 COMMUNICATION RESEARCH METHODS (3) An overview of the skills necessary to evaluate numeric and text-based communication research. There is an applied emphasis on increasing student skills as a critical consumer of commonly reported data such as opinion polls and employee assessments.

214 (W) SPEECH WRITING (3) Writing speeches for delivery in political, professional, and ceremonial settings; emphasis on composition and language for oral presentation.

222 (GS;US;IL) (CIVCM 211, YFE 211) FOUNDATIONS: CIVIC AND COMMUNITY ENGAGEMENT (3) Conceptual foundations of public scholarship and orientation to contemporary themes and issues in civic and community engagement.

250 SMALL GROUP COMMUNICATION (3) Skill development in the areas of group discussion, leadership, and teamwork.

252 BUSINESS & PROFESSIONAL COMMUNICATION (3) Interviewing, briefing, conferring, and decision making; analyzing and evaluating formal and informal patterns of communication in organizations.

253 HEALTH COMMUNICATION (3) To introduce students to principles of health message design and the general theories and models used to guide these efforts.
271 (GI). INTERCULTURAL COMMUNICATION (3) Introduction to culture and intercultural communication. Focus on topics such as language, identity, prejudice, and intergroup relations on a domestic and international level.

280 (W) STORYTELLING AND SPEAKING (3) Principles of oral performance from storytelling to the printed page; includes oral performance of stories, speeches, prose, drama, and poetry.

283 COMMUNICATION AND INFORMATION TECHNOLOGY (3) Explores communication technology and information management. Intended for students in the Liberal Arts.

297 CAREERS IN COMMUNICATION (1) An introduction to a variety of careers in the field of communication arts and sciences, as well as information about preparing to enter internships, graduate school, or the job market.

298 SPECIAL TOPICS (1-9) Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

302 SOCIAL INFLUENCE (PERSUASION) (3) Explores how humans influence others through communication.

311 Methods of Rhetorical Criticism (3) Principles for the analysis and evaluation of public discourse.

340 COMMUNICATION AND CIVILITY (3) Communication behaviors contributing to civil and uncivil discourse; their implications in business, public life, across cultures and in interpersonal relationships.

352 ORGANIZATIONAL COMMUNICATION (3) This course examines the function and structure of communication in both formal and informal situations.

375 Rhetoric and Public Controversy (3) Survey of important events in the history of public address, including speeches, debates, and persuasive campaigns and movements.

383 CULTURE & TECHNOLOGY (3) This course will examine the area of cyber culture as it relates to communication studies.

398 Special Topics (1-9) Formal courses given infrequently to explore, in depth, a comparatively narrow subject that may be topical or of special interest.

398A Public Relations and Advertising (3) This course is designed as an introduction to public relations as conducted in business, industry, public institutions and by political figures today. Students will examine functions of public relations and its place within organizations and society.

405 FAMILY AND COMMUNICATION THEORY AND RESEARCH (3) Explores the nature and functions of communication in family life; emphasis on meaning, patterns, and styles of family communication. Prerequisite: CAS 101, CAS 202

415 RHETORIC OF FILM AND TELEVISION (3) Rhetorical analysis of the artistic forms and cultural structures of film and television; intensive study of selected examples. Prerequisite: CAS 201

420 RHETORICAL THEORY (3) Ancient, medieval, Renaissance, Enlightenment, and contemporary theories of rhetoric. Prerequisite: CAS 201

422 (US) (AF AM 422) CONTEMPORARY AFRICAN AMERICAN COMMUNICATION (3) A focused study on the continuities between African and African American culture and communication. Prerequisite: CAS 100

426W COMMUNICATION ETHICS (3) Ethical issues in public and private communication; role of communication in expressing and realizing individual and social values. Prerequisite: CAS 100

450W Group Communication Theory and Research (3) Selected theories of problem solving through group discussion emphasizing participation and leadership.


470 NONVERBAL COMMUNICATION (3) Examining ways nonverbal messages, such as gestures, posture, vocal intonation, and facial expressions, affect us on a daily basis. Prerequisite: 6 credits in Communication Arts and Sciences

471 (GI). INTERCULTURAL COMMUNICATION THEORY AND RESEARCH (3) Explores intercultural and cross-cultural communication research theory and practice as applied within and across national boundaries. Prerequisite: CAS 271.

475 STUDIES IN PUBLIC ADDRESS (3) History and criticism of public discourse. Intensive analysis of selected public addresses and social movements. Prerequisite: CAS 201.

478 CONTEMPORARY AMERICAN POLITICAL RHETORIC (3) Analysis of the role of public discourse in contemporary campaigns, social movements, and political and social controversies. Prerequisite: CAS 201
495  COMMUNICATION ARTS AND SCIENCES INTERNSHIP (1-6) Directed and supervised practicum in organizational communication. Prerequisite: approval of the department.

497, 498  SPECIAL TOPICS (1-9) Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest, such as Rhetoric of American Horror Films, Public Relations and Marketing, Freedom of Expression, Communication, Training, & Development, and LBGTQ Communication and Identity.

Please visit online to view a full course description list:
http://bulletins.psu.edu/undergrad/courses/C/CAS/
Communication Arts & Sciences Career Opportunities

Research analyst
Assistant buyer
Consultant
Sales representative
Business manager
Information specialist
Account coordinator
Customer service representative
Claims investigator
Advertising assistant
Management trainee
Marketing associate
Reservation agent
Employee relations staff
Personnel
Public affairs director
Corporate communication director
Community affairs administrator
Program coordinator
Public relations representative
Media relations director
Employee relations specialist
Consumer relations director
Corporate communication director
Community relations specialist
Publicity director
Public information specialist
Marketing communication trainee
Account executive
Assistant account executive
Media researcher
Promotion specialist
Public relations marketing specialist
Media buyer
Integrated marketing communication director
Investor relation director
Lobbyist
Mediator
Administrative assistant
Press secretary
Public information officer

Visit the Career Services office in room 10 of the Perkins Student Center.
Dr. Jill K. Burk, Duquesne University.
Instructor of Communication Arts & Sciences
Ph.D. in Rhetoric, Duquesne University
M.A. in Corporate Communication, Duquesne University
B.A. in Communication, University of Delaware

Dr. Burk is an Instructor in the Communication Arts and Sciences program at Penn State, Berks. Dr. Burk’s research focuses on applied communication interests including constructive approaches to public life and civic engagement, communication pedagogy, service-learning, and ethical communicative practices in integrated marketing communication. She is the editor of the Undergraduate Journal of Service Learning & Community-Based Research. Prior to joining PSU, Berks, Dr. Burk was an adjunct instructor at Millersville University and Elizabethtown College’s Center for Continuing Education and Distance Learning. Before entering academia, she worked in marketing and public relations. Dr. Burk teaches courses in rhetorical theory, communication ethics, community and civic engagement, organizational communication, and public speaking.
Ms. Catherine Dunning Catanach, APR
Instructor of Communication Arts & Sciences at Penn State Berks.
B.A., Moravian College; M.S., Drexel University

Professor Catanach is an Instructor of Communication Arts & Sciences at Penn State Berks. Before joining PSU Berks, Ms. Catanach was teaching public speaking and public relations at Kutztown University of Pennsylvania and was an adjunct in the MBA program at Alvernia University. She has over twenty years of marketing and public relations experience in both for-profit and non-profit organizations. Prior to teaching she was the Development and Marketing Director for the Berks Arts Council in Reading, where she managed the advertising, public relations and fundraising for multiple programs, including the VF Outlet Berks Jazz Fest, one of the top five jazz festivals in the U.S. Ms. Catanach earned a B.A. from Moravian College in Advertising/Communications and M.S. from Drexel University in Arts Administration. She is an accredited member of the Public Relations Society of America and a member of the Americans for the Arts. She teaches public speaking, business and professional communication, and public relations and marketing and enjoys working with undergraduates.
Dr. Kesha Morant Williams
Instructor of Communication Arts & Sciences
Ph.D., Howard University

Dr. Williams is an Assistant Professor of Communication Arts & Sciences Department at Penn State Berks. She was a Frederick Douglass Summer Teaching and Research Scholar at Clarion University (2007) and West Chester University (2008). Prior to returning to academia she worked in media, health communication, and community outreach. Her research interest includes interpersonal relationships, health communication and popular media examined through a cultural lens. She is also interested in African American communication, pro-social and anti-social behaviors, decision making, and entertainment-education. Her research has been published in Journal of Health Communication, Journal of Black Studies, Howard Journal of Communications, Journal of Media and Religion and the book Inter/Cultural Communication: Representation and construction of culture in everyday interaction. Dr. Morant Williams teaches classes in research methods, interpersonal, group, family and health communication.
Dr. Nicholas is an Assistant Professor of Communication Arts & Sciences at Penn State Berks. She is an ethnographer who enjoys doing research in her homeland, Malaysia. Her research is based on how symbolic activity constitutes and is constituted by cultural worldviews. Theoretically, her work is grounded in language and social interaction, and critical perspectives. She is also interested in postcolonial and queer theory. Her research has been published in journals such as *Sexuality and Culture, Communication Quarterly, Qualitative Research Reports in Communication, Storytelling, Self & Society, International Journal of the Arts in Society*, and as book chapters in *Interacting and Organizing: Analysis of a Board Meeting and Queer Identities/Political Realities*. She is the recipient of the Penn State Berks 2011 Outstanding Full-Time Teacher Award.

Dr. Nicholas teaches classes in intercultural communication, message evaluation, research methods, nonverbal communication, storytelling, and communication theory.
Dr. Michele Ramsey  
Associate Professor of Communication Arts & Sciences and Women’s Studies  
Ph.D., University of Georgia

Dr. Ramsey is an Associate Professor of Communication Arts & Sciences and Women's Studies at Penn State Berks. Her research interests include representations of gender in the media, women's rights rhetoric, social movement rhetoric, and political rhetoric. Her research has been published in *Critical Studies in Communication, Western Journal of Communication, Feminist Media Studies, Women’s Studies in Communication, Women and Language, Communication Teacher and Communication Education*.

Dr. Ramsey teaches courses in public speaking, media literacy/message evaluation, gendered communication, rhetoric of television and film, rhetoric of American horror films, contemporary American political rhetoric, social movements, rhetoric and public controversy, rhetorical criticism and theory, conflict management, freedom of expression in the United States, feminist theory, and Black American rhetoric.

She is the winner of a Penn State Berks Outstanding Faculty Adviser Award (2006), the Curricular Integration Award from the Penn State Commission on Lesbian, Gay, Bisexual, Transgender Equity (2008), the Award for Outstanding Service to the College (2009), and the Penn State Women's Commission Achieving Woman Award (faculty category, 2010).
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