Communication

A unique curriculum focused on new media—including the rapidly-expanding role of the Internet, social media and up-to-the-second journalism.

The Bachelor of Arts degree with a major in communication is currently offered at the following Lakeland College W centers. Most courses are also offered BlendEd®.

Central Wisconsin Center

800.522.9473

centralwi@lakeland.edu

Chippewa Valley Center

800.993.3413

chippewavalley@lakeland.edu

Fox Cities Center

888.942.4444

foxcities@lakeland.edu

Green Bay Center

888.861.8255

greenbay@lakeland.edu

Madison Center

800.589.5134

madison@lakeland.edu

Milwaukee Center

800.421.2949

milwaukee@lakeland.edu

Sheboygan Center

800.569.2166

sheboygan@lakeland.edu

he Lakeland College communication Bachelor of Arts (B.A.) degree goes beyond the traditional study of communication to offer a unique curriculum that accentuates the growing role and impact of new media. Courses taught by experienced instructors prepare students for a wide array of careers including public relations, journalism, web content creation and analysis, public policy research, marketing, human resources, corporate communications, labor relations and speechwriting. The program emphasizes hands on learning to help develop a better understanding of the Internet, social media, up-to-the-second journalism and much more.

REQUIRED COURSEWORK (42 semester hours)

All courses listed are 3 semester hours unless otherwise indicated.

COM 100	Introduction to Mass Media
COM 111	Fundamentals of Public Speaking
COM 211	Interpersonal Communication
COM 220	Persuasion & Advocacy
COM 325	New Media and Digital Communication
COM 340	Communication Theory
COM 350	Rhetorical Criticism (Writing Intensive)
COM 425	Critical Communication Approaches to New Media
COM XXX	Elective

Advanced Composition (Writing Intensive)

Complete one of the following areas of emphasis:

Rhetoric & Public Communication Emphasis

	-
4 of the follow	ving*:
COM 225	Political Communication & Activism
COM 240	American Oratory
COM 280	Special Topics in Communication
COM 360 or	Media Literacy and Effects
SOC 325	Sociology of Media and Mass Communication
COM 370 COM 480	Communication and Social Media Special Topics in Communication

Professional Communication Emphasis

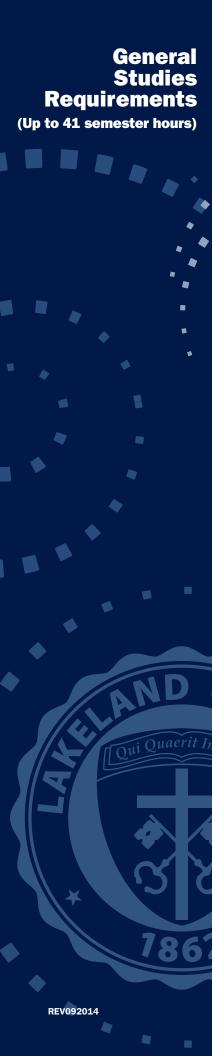
4 of the following*:

WRT 300

COM 212	Team-Based and Group Communication
COM 280	Special Topics in Communication
or ART 103	Digital Page Layout/InDesign
COM 370	Communication and Social Media
COM 480	Special Topics in Communication
WRT 201	News Writing
WRT 330	Advertising and Public Relations Writing

*Note: Students may only use a maximum of two special topics in communication courses (either 280 or 480) to fulfill requirements in their area of emphasis.





DISTRIBUTIONAL STUDIES

Rhetorical Development

GEN 110 Composition I: Academic Writing

GEN 112 Composition II: Argumentation and Research

Quantitative Skills

MAT 130 Intermediate Algebra

or

MAT 150 Statistics for Everyday Life

SELECT A MINIMUM OF 3 CREDITS FROM 7 OF THE 8 FOLLOWING CATEGORIES:

Art, Music and Theatre (ART, MUS, THE)

History and Political Science (HIS, POL)

Literature and Writing (ENG, WRT)

Excludes WRT 110 and WRT 210

Mathematics (MAT)

Excludes MAT 130 and MAT 150

Natural Sciences (BIO, CHM, PHY and GEN 183)

Philosophy and Religion (PHI, REL)

Social Sciences (ANT, CRJ, ECN, SOC, PSY)

Excludes SOCP 335

World Languages (CHI, GER, JPS, SPA or other)

INTERDISCIPLINARY STUDIES

GEN 130 General Studies Core I: Knowing the Self (Exempt with at least 30 transfer credits)

GEN 3XX General Studies Core II: Exploring the Human Condition

(Exempt with at least 90 transfer credits)

GEN 4XX General Studies Core III: Shaping the Future

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland College evening, weekend and online program, degree-earning students will have

- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland College;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland College.

The Lakeland College evening, weekend and online program's liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:

- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.