

# 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 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

The 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 ( <i>Writing Intensive</i> )
COM 425	Critical Communication Approaches to New Media
COMXXX	Elective
WRT 300	Advanced Composition ( <i>Writing Intensive</i> )

*Complete one of the following areas of emphasis:*

**Rhetoric & Public Communication Emphasis**

*4 of the following\*:*

COM 225	Political Communication & Activism
COM 240	American Oratory
COM 280	Special Topics in Communication
COM 360	Media Literacy and Effects
or	
SOC 325	Sociology of Media and Mass Communication
COM 370	Communication and Social Media
COM 480	Special Topics in Communication

**Professional Communication Emphasis**

*4 of the following\*:*

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.*

# General Studies Requirements

(Up to 41 semester hours)

## 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.