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

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

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 (Writing Intensive)
COM 425  Critical Communication Approaches to New Media
COMXXX  Elective
WRT 300  Advanced Composition (Writing Intensive)

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.

Also available as a minor.
For more information, visit lakeland.edu/adult.
DISTRIBUTIONAL STUDIES

Rhetorical Development
- GEN 110 Composition I: Academic Writing
- GEN 112 Composition II: Argumentation and Research

Quantitative Skills
- MAT 130 Intermediate Algebra
- 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.