

advertising

interviewing

persuasive

# COMMUNICATION

research

informative

writing

speaking

messages

EVENING & ONLINE

Employers agree: communication skills are among the most important qualifications their workers can have. Communication is a thoroughly interdisciplinary field of study, combining insights from the creative and liberal arts, business, humanities, and social sciences. Lakeland's unique curriculum accentuates the growing role of new media in communication. This makes it one of the only Communication programs in the region to specifically prepare students for the realities of the cultural and professional landscape created by new media, in concert with more traditional communication forums.

Communication majors will learn to develop their public speaking, writing, and critical thinking skills, and become engaged and ethical communicators. Communication majors find opportunities for employment in a wide array of careers, including designing and administrating public and professional communication campaigns, public speaking, working in traditional and new media industries, promotions and advertising, public relations, writing and journalism, web content creation and analysis, public policy research, interviewing and human resources, communication consultancy, corporate training, labor relations, and speech-writing. Others will find that a degree in Communication also provides a solid foundation for continuing one's education with a professional degree in law or business, or a graduate degree in the arts, humanities, or social sciences.

Students who have successfully completed a B.A. in Communication should be able to:

- Communicate effectively in informative, persuasive, and group public speaking situations.
- Create messages appropriate to the audience, purpose, and context.
- Use and discuss key communication & new media concepts and terminology.
- Critically analyze discourse.
- Write original works in accordance with professional, industry, or graduate school expectations.
- Create effective communications in digital and new media contexts.
- Develop and implement communication strategies to engage a broader community beyond the classroom.
- Practice ethical communication principles to communicate in a diverse and globally connected society.



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Education designed for the working adult.

# REQUIRED COURSEWORK

(48-59 SEMESTER HOURS)

Students must choose one of the following tracks:

## COOPERATIVE EDUCATION TRACK

**Complete the following core courses:**

- COM 111 - Fundamentals of Public Speaking
- COM 130 - Introduction to Mass Media
- COM 211 - Interpersonal Communication OR COM 212 - Team-Based and Group Communication
- COM 220 - Persuasion & Advocacy
- COM 330 - Strategic New Media and Digital Communication
- COM 340 - Communication Theory
- COM 351 - Mixed Methods Research for Professionals
- WRT 300 - Advanced Composition (WI)
- An additional 3 semester hour (COM) designated course\*

**At least twenty-three (23) semester hours from the following:**

- EXP 100 - Professional Protocol (1 semester hour)
- EXP 300 - Experiential Learning Seminar (1 semester hour)
  - Is completed two times, for a total of 2 semester hours
  - Co-requisite with either EXP/COM 390
- EXP 390 or COM 390 - Cooperative Education Experience (1-12 semester hours)
  - Is completed two times, for a total of 20-24 semester hours.
  - One experience must be in COM 390
- Optional Learning Experience:**
  - COM 391 - Cooperative Education Experience—Communication (0 semester hours)

**Complete a minimum of nine (9) semester hours from the following\*:**

- At least one (1) course must be numbered 300 or above.
- COM 213 - Advanced Public Speaking
- COM 225 - Political Communication & Activism
- COM 240 - American Oratory
- COM 280 - Special Topics in Communication
- COM 310 - Leadership Communication
- COM 331 - Critical Communication Approaches to New Media
- COM 332 - Media Literacy and Effects
- COM 350 - Rhetorical Criticism (WI)
- COM 365 - Health Behavior Communication
- COM 480 - Special Topics in Communication

\*Note: COM 280 and COM 480 can only be taken once each for credit towards requirements.

## **TRADITIONAL TRACK**

***Complete the following core courses:***

- COM 111 - Fundamentals of Public Speaking
- COM 130 - Introduction to Mass Media
- COM 211 - Interpersonal Communication
- COM 220 - Persuasion & Advocacy
- COM 330 - Strategic New Media and Digital Communication
- COM 331 - Critical Communication Approaches to New Media
- COM 340 - Communication Theory
- COM 350 - Rhetorical Criticism (WI)
- COM 351 - Mixed Methods Research for Professionals
- WRT 300 - Advanced Composition (WI)

An additional 3 semester hour (COM) designated course\*

***Complete a minimum of fifteen (15) semester hours from the following\*:***

At least one (1) course must be COM designated and numbered 300 or above, and no more than two (2) non-COM designated courses may count towards the fifteen semester hours.

- COM 212 - Team-Based and Group Communication
- COM 213 - Advanced Public Speaking
- COM 225 - Political Communication & Activism
- COM 240 - American Oratory
- COM 280 - Special Topics in Communication
- COM 310 - Leadership Communication
- COM 332 - Media Literacy and Effects
- COM 365 - Health Behavior Communication
- COM 480 - Special Topics in Communication

Students may take up to two approved courses outside of the COM program towards their major electives. In general, these classes must be numbered 200 or above. These courses may not fulfill an interdisciplinary requirement. Please have your advisor solicit pre-approval of the courses selected from the Dean of Humanities and Fine Arts/Communication faculty. You will see the approved courses on the degree audit requirements once the course is in-progress or completed.

# INTERDISCIPLINARY STUDIES

## RHETORICAL SKILLS

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

## THE CRITICAL THINKING CORE SEQUENCE

GEN 130 - General Studies Core I: Foundations of Critical Thinking (*Exempt with at least 30 transfer credits*)

GEN 3XX - General Studies Core II: Exploring the Human Condition (*Exempt with at least 75 transfer credits*)

GEN 4XX - General Studies Core III: Shaping the Future

## DISTRIBUTIONAL STUDIES

**Select a minimum of 3 semester hours from 7 of the 8 following categories:**

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

**History and Political Science** (HIS, POL)

**Literature and Writing** (ENG, WRT)

*Excludes ENG 230, WRT 211 and WRT 212*

**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, DVS, ECN, SOC, PSY)

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

**Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland University 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 University;
- 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 University.

**The Lakeland University 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.



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