

Communication Studies Program

Communication Studies Program

Communication Studies Program Degrees

Communication Studies Major (BA)

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The Communication Studies Program at Lyon College seeks to cultivate in students the knowledge and ability to use communication theory and practice to connect people, groups, and organizations. Students will employ effective communication strategies to inform, educate, and collaborate, strengthening connections between individuals and groups to create a stronger, more equitable world.

NOTE: To graduate with a Bachelor of Arts or Bachelor of Science degree from Lyon College, students must successfully complete a minimum of 120 semester credit hours comprised of our required Core curriculum (44-48 hours), the requirements of at least one major (credit hours vary per major), and a selection of our Liberal Arts electives. They must also earn at least a 2.00 cumulative grade point average for all work taken at Lyon College and a 2.00 cumulative grade point average in their major, minor, and concentration.

Summary of Requirements for a Major in Communication Studies (*Pending final approval)

Item #	Title	Credits
COM 101	Mass Media and Society	3
COM 150	Introduction to Communication Theory	3
COM 225	Persuasion	3
COM 310	Communication and Technology	3
*COM 401	Internship Mass Communication/Journalism	
ENG 103	Oral Presentation	3
ENG 363	Advanced Composition	3
THE 213	Fundamentals of Voice and Diction	3
JRN 203	News Writing	3
RPH 205	Introduction to Ethics	3
PSY 235	Statistics for the Behavioral Sciences	3

Choose four courses (12 credits) (*Pending final approval)

Item #	Title	Credits
JRN 303	News Editing	3
*CSC 200	Web Design	
ART 220	Digital Studio I	3
*COM 360	Communication and Social Media/News Media	
BUS 306	Principles of Marketing	3
FMS 150	Introduction to Film and Screen Cultures	3
FMS 382	Special Topics: Radio Programming	
JRN 102	Fundamentals of Photography	3
*COM 380	Broadcast Journalism (in partnership with KASU)	
*PSY 382	Special Topics: Psychology of Mass Media	
*PSY 382	Special Topics: Psychology of Propaganda	
*COM 482	Special Topics: Mass Communications	
*COM 450	Independent Study	

CORE CURRICULUM

Item #	Title	Credits
	Core Curriculum Requirements (In addition to Major hours)	44-48
	Total Credits	86-90

Communication Studies Minor

Summary of Requirements for a Minor in Communication Studies

Item #	Title	Credits
COM 101	Mass Media and Society	3
COM 150	Introduction to Communication Theory	3
COM 310	Communication and Technology	3

Three of the following courses with faculty approval (*Pending final approval)

Item #	Title	Credits
JRN 303	News Editing	3
*CSC 200	Web Design	
ART 220	Digital Studio I	3
*COM 360	Communication and Social Media/News Media	
BUS 306	Principles of Marketing	3
FMS 150	Introduction to Film and Screen Cultures	3
FMS 382	Special Topics: Radio Programming	
JRN 102	Fundamentals of Photography	3
*COM 380	Broadcast Journalism (in partnership with KASU)	
*PSY 382	Special Topics: Psychology of Mass Media	
*PSY 382	Special Topics: Psychology of Propaganda	
*COM 482	Special Topics: Mass Communications	
*COM 450	Independent Study	
	Total Credits	18

Communication Studies Program (COM) Courses

***COM 360: Communication and Social Media/News Media**

* Pending final approval.

***COM 380: Broadcast Journalism (in partnership with KASU)**

* Pending final approval.

***COM 401: Internship Mass Communication/Journalism**

* Class pending final approval

***COM 450: Independent Study**

* Pending final approval.

***COM 482: Special Topics: Mass Communications**

* Pending final approval.

***CSC 200: Web Design**

* Pending final approval.

***PSY 382: Special Topics: Psychology of Propaganda**

* Pending final approval.

***PSY 382: Special Topics: Psychology of Mass Media**

* Pending final approval.

COM 101: Mass Media and Society

This course explores issues in the interaction between mass media, culture, and society. It is intended to help students develop a critical perspective on mass media, considering the interplay between media institutions, media content, culture, audiences, and social institutions and practices.

Credits 3

COM 150: Introduction to Communication Theory

This course examines various theories that attempt to describe, explain, and/or predict human communication behavior. Theories are studied in the contexts of the communication field: interpersonal, small group, public, organizational, mass media, intercultural, and gender. Students are encouraged, through structured assignments, to apply the theories to their own lives.

Credits 3

Prerequisites

COM 101

COM 225: Persuasion

An investigation of rhetorical and behavioral theories of persuasion, the devising of persuasive campaigns, as well as the consumption and generation of persuasive messages in a variety of communication settings. Applicable for a wide variety of disciplines and careers including business, psychology, law, and human relations in addition to general communication.

Credits 3

COM 310: Communication and Technology

This course will explore the characteristics and functionality of communication technologies. A major focus will be placed on identifying the unique properties of new communication technologies and how they can be leveraged to achieve effective and targeted communication.

Credits 3

Prerequisites

COM 101

COM 150