

Communication Studies Major (BA)

Assistant Professor: Kimberly Kulovitz

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)

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)

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

CORE CURRICULUM

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