

Communication Studies Program

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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.

Communication Studies Program Degrees

Communication Studies Major (BA)

Summary of Requirements for a Major in Communication Studies

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 490	Communication Studies Capstone	3
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)

Item #	Title	Credits
JRN 303	News Editing	3
ART 220	Digital Studio I	3
COM 200	Interpersonal Communication	3
BUS 306	Principles of Marketing	3
FMS 150	Introduction to Film and Screen Cultures	3
FMS 382	Special Topics: Radio Programming	1-3
JRN 102	Fundamentals of Photography	3
COM 301	Organizational & Small Group Communication	3
PSY 382	Special Topics	
*COM 482	Special Topics: Mass Communications	
COM 450	Independent Study	3

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
ART 220	Digital Studio I	3
BUS 306	Principles of Marketing	3
FMS 150	Introduction to Film and Screen Cultures	3
FMS 382	Special Topics: Radio Programming	1-3
JRN 102	Fundamentals of Photography	3
PSY 382	Special Topics	
PSY 382	Special Topics	
*COM 482	Special Topics: Mass Communications	
COM 450	Independent Study	3
	Total Credits	18

Communication Studies Program (COM) Courses

*COM 482: Special Topics: Mass Communications

*Pending 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 200: Interpersonal Communication

This course introduces the principles and theories of interpersonal communication. This course examines human behavior in various personal and professional contexts, emphasizing effective communication skills, communication competence, conflict resolution, and the development and maintenance of personal relationships. Through theoretical frameworks, practical exercises, and case studies, students will develop a deeper understanding of the role communication plays in their personal and professional lives.

Credits 3

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 301: Organizational & Small Group Communication

This course introduces communication within organizations and communication within small groups and teams. This course explores the theories, practices, and challenges of organizational communication and the dynamics of teams and leadership. Topics will include group decision-making, collaboration and competition, group roles, organizational structures, and relationships, managing change, and understanding the complexities of teamwork.

Credits 3

Prerequisites

ENG 102

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 450: Independent Study

This course provides communication studies majors and minors an opportunity for self-directed learning under the supervision and guidance of a faculty member. This course is designed for students who would like to explore more specialized topics and research or want to develop unique and creative projects that align with personal interests and goals within the parameters of the communication studies program.

Credits 3

Prerequisites

ENG 102

COM 490: Communication Studies Capstone

The communication studies capstone is the culminating experience for students majoring in Communication Studies. In this course, students will synthesize learning and integrate and apply the knowledge and skills acquired in the major. Through a combination of creative projects, research, and analysis, students will demonstrate their ability to think critically, communicate effectively, and contribute meaningfully to the field of communication.

Credits 3

Prerequisites

Senior standing.

PSY 382: Special Topics

PSY 382: Special Topics