



**Communication
Bachelor of Science
Communication, Information, & Design
GPS/Online**

Program Coordinator: A. Sloan

The Bachelor of Science in Communication program gives students a foundation in speaking, writing, ethics, and theoretical concepts. Today's marketplace needs individuals who are competent communicators—professionals who present material clearly, design persuasive documents, manage interpersonal conflict, develop positive work relationships, collaborate with colleagues on projects, and maintain integrity.

The Communication program is an applied course of study that prepares students for the workplace or graduate school. The program develops leaders in fields that require communication across many platforms. Students develop the knowledge, skills, and ethical framework they need to create effective messages.

Students with 45-60 hours may apply for admission; however, they must meet with a King student success specialist to develop a specific written plan that will outline how they will complete the Communication major program and all required general education coursework or electives within a reasonable amount of time. King student success specialists explain when courses are available for each enrolled student.

NOTES:

1. COMM 1500 is a required course for all new communication majors and must be completed in a student's first semester.
2. COMM 4990 is a portfolio required of all seniors and must be completed in a student's final semester.

Technology Requirements

Laptop computer, with minimum of Microsoft Office 2010 or later, wireless capability, and webcam required

Student Learning Outcomes

1. Communicate effectively using verbal, nonverbal, written, and design tactics
2. Enhance personal and professional effectiveness with critical thinking and problem solving skills
3. Construct effective messages for diverse purposes, occasions, and audiences
4. Apply ethical principles to decision-making in coursework, personal relationships, and professional encounters
5. Articulate one's social responsibility as a communicator and transformer of culture.

Suitable communication is necessary to a successful personal and professional life. This program enables students to build meaningful lives of achievement by training them to be effective communicators in their personal spheres and workplaces. Courses teach a new understanding of approaches, theories, concepts, and faith-focused examples so that students learn foundational communication skills while also considering how they can transform their cultures in Christ.

Comprehensive Assessment in Communication

All candidates for a degree from King are required to demonstrate competency in their major field. Students with more than one major must demonstrate competency in each of their major fields. Comprehensive assessment for the Communication program requires students to demonstrate competency in writing effectiveness and application of communication knowledge by means of a portfolio that is presented to department faculty and an outside reviewer (when available). Students are required to successfully complete comprehensive assessment during their last semester to earn a BS in Communication. Any student who does not meet the minimum requirement (Pass) of their comprehensive assessment will not graduate until the requirement has been met.

Communication Major Requirements

COMM 1500	
Basics of COMM at King Seminar*	1 s.h.
COMM 2400	
Professional Communication	4 s.h.
COMM 2500	
Visual Rhetoric	4 s.h.
COMM 2600	
Introduction to Media Communication	4 s.h.
COMM 2700	
Advanced Speech Communication	4 s.h.
COMM 3000	
Communication Theory	4 s.h.
COMM 3200	
Interpersonal Communication	4 s.h.
COMM 3300	
Editing for Special Topics in Communication	4 s.h.
COMM 3400	
Rhetoric and Persuasion	4 s.h.
COMM 3500	
Public Relations	4 s.h.
COMM 3600	
Organizational Communication	4 s.h.
COMM 4100	
Ethics in Communication	4 s.h.
COMM 4500	
Leadership Communication	4 s.h.
COMM 4990	
Comprehensive Assessment**	0 s.h.
Total	49 s.h.

* COMM 1500 is a mandatory pass/fail class required of all new COMM students at the beginning of the first semester in the Communication program.

** COMM 4990 is a mandatory pass/fail comprehensive assessment portfolio required of all COMM seniors in their final semester of the Communication program.